



**Who for:** Britvic

**What for:** Summer 2020 Text2Win Cash

**Where:** In store

**What we did:**

Britvic were keen to run an activity that rewarded Co-op and Nisa shoppers with cash, when they purchased a qualifying soft drink in store.

They wanted a solution that made this as instant as possible so that it encouraged repeat purchase, and via their agency, they asked Cloud Nine for a solution.

In house we created and managed the **text2win** activity which ran over the summer period and offered cash prizes in different increments on a daily basis. Multiple opportunities and daily prize draws created a buzz instore and drove sales.

We got creative with the prize fulfilment mechanic, and for what's thought to be an industry first, we teamed up with Ping it. This allowed our team to make same day mobile to mobile payments, with no hassle, and saved the client money on their handling costs too.

The result, hundreds of happy winners received their cash prizes almost instantly.



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