

ARNOTT'S BIG BIKKIES

WIN!

A CHANCE AT WINNING NZ \$1 MILLION

BUY ANY 3 PACKETS OF ARNOTT'S PRODUCTS TO ENTER

ONE LUCKY PERSON WILL WIN \$1,000,000 AND HAVE A 1 IN 100 CHANCE TO WIN UP TO \$1,000,000. PRIZES TO BE WON UP TO \$1,000,000.

SEE ENTRY FORMS / TICKETS FOR COMPETITION DETAILS

Your chance to WIN a Porsche

Make the most of now

or \$50,000 or \$2500

What you need to do to be in to WIN

or 1 of 10 \$5000 Westfield Shopping Spins

or 1 of 10 \$5000 Westfield Shopping Spins

Rolling in cash!

Exclusive to Carters!

Buy any Taubmans, Wattyl or Carters Premium Quality paint during October or November and you could win a chance to win

\$1,000,000

CARTERS Your Building Partner

\$50,000 CASH BAG GRAB

A \$50,000 BAG OF CASH IS UP FOR GRABS AT EVERY COUNTDOWN STORE.

BUY ANY 4 SPECIALLY MARKED PRODUCTS IN THE SAME PURCHASE AND COMPLETE AN ENTRY FORM TO BE IN TO WIN THE CHANCE TO PICK THE LUCKY BAG CONTAINING \$50,000 CASH IN COUNTDOWN'S BUSTLING BRAW. ALL ENTRY FORMS AT CHECKOUT FOR DETAILS. PROMOTION RUNS 1ST - 28TH MAY 2000.

\$3 Million Dollars up for grabs

For the chance to win your share on 1kg, 2kg or 3kg CSB

Prove You're a Winner

YOU COULD WIN \$1,000,000

Coca-Cola

PRODUCT AND BE

RED MANDED

A MILLION DOLLARS A MONTH FOR 5 MONTHS!

Each month, one lucky CrewPoints member will be given the chance to win **\$1,000,000***

Plus... every month, 5 CrewPoint members will receive \$1,000 worth of Regency Duty Free vouchers!

REGENCY

TO CELEBRATE OUR BIRTHDAY WE'RE PUTTING \$1,000,000 UP FOR GRABS.

WIN \$100,000

STORE BRIEF

Foodtown

Think Orange. Think \$200,000 worth of orange.

Go in the draw for a chance to win \$200,000 in cash.

ONLY AT WOOLWORTHS & SAFeway.

Office Products Dept.

BOISE

Buy any specially marked Office Furniture and you'll get the chance to win \$50,000 Cash.

Who you tell about it is up to you!

Right Product, Right Price, Right Service

Haymes

25% FREE!

Buy any specially marked Haymes products and you'll get the chance to win \$50,000 Cash.

Who you tell about it is up to you!

Over \$180,000 in prizes!

3 New FORD Explorer vehicles could be won

3 Dream Weekends & \$5,000 in Shopping vouchers will be won!

MAKE A MILO

MAKE A NESCAFÉ

MAKE A \$MILLION

Be in with a chance to become a MILLIONAIRE!

WIN WITH MILO & NESCAFÉ

Continental

CRACK THE CODE & WIN A CAR

MILLION DOLLAR FLORA PICK-A-THON

Pizza Hut

\$250,000 CASH GIVEAWAY COMPETITION

ENTER NOW FOR YOUR CHANCE TO WIN!

\$250,000

Continental

take me home

WIN

A NEW NISSAN PULSAR LS HATCH IN THIS STORE



Case Study – Gregg's Coffee – Purchase Gregg's Products and get the chance to instantly win \$50,000.

OBJECTIVES

- To increase sales of Gregg's Products.
- To offer Gregg's customers the chance to instantly win \$50,000.
- To increase sales the corresponding months in 2005.

MECHANICS

- The promotion is driven by magazine advertising and POS.
- Customers purchase any Gregg's product and then visit the website to play the game.
- An on packet code provided entry to the game.
- The game was based on drag and dropping of six Gregg's products from a selection of thirty products.

OddsOn's ROLE

- OddsOn Promotions provided concept and Prize Indemnity.
- OddsOn provided the instant win draw server for Gregg's.
- We ensured all compliance issues were adhered to.



Case Study – Marshall Batteries – Holler for a Marshall and you could win \$100,000 – Select six outlaws and place them in jail, guess the correct six and win \$100,000 Cash.

OBJECTIVES

- To increase calls to Marshall Agents.
- To offer Marshall Customers the chance instantly win \$100,000.
- To increase sales above the corresponding months in 2008.

MECHANICS

- The promotion is driven by Radio and POS.
- Customers called Marshall Batteries and after purchasing a new battery they were rewarded with a game card.
- Online the customer entered the game code, personal details and then had to drag and drop six outlaws from a selection of thirty.

OddsOn's ROLE

- OddsOn Promotions provided concept and Prize Indemnity.
- OddsOn provided the creative, printing, POS, Website and database management.



Case Study – Batterymart – Purchase any Exide Battery from Batterymart and get the chance to go fishing for a Jeep and Boat valued at \$100,000

OBJECTIVES

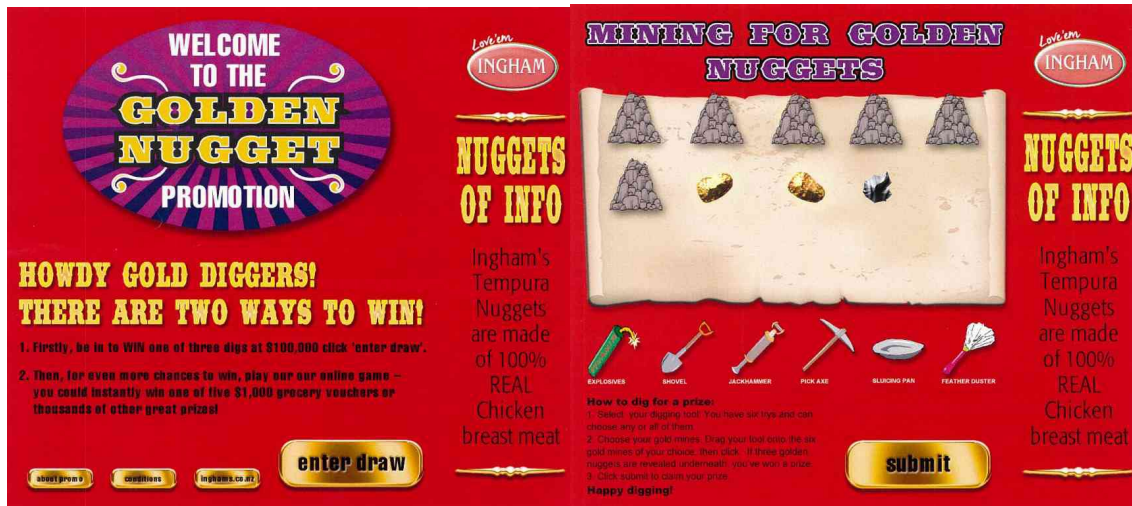
- To increase sales of EXIDE Batteries in Battery Mart stores.
- To Exide customers the chance to win a new Jeep and Boat valued at \$100,000.
- To increase sales by 10% over and above the corresponding months in 2008.

MECHANICS

- The promotion is driven by Radio and POS.
- Customers purchase any Exide Battery and receive a game card.
- The game card provides a code that is entered into the Battery Mart website.
- The customer is then able to play the Fishing Game and gain entry into the draw.

OddsOn's ROLE

- OddsOn Promotions provided concept and Prize Indemnity.
- Oddson also provided creative, website design, game design and database management.



Case Study – Inghams Chicken Nuggets – Purchase 1kg of Inghams Chicken Nuggets and then open the bag to find the golden nugget.

OBJECTIVES

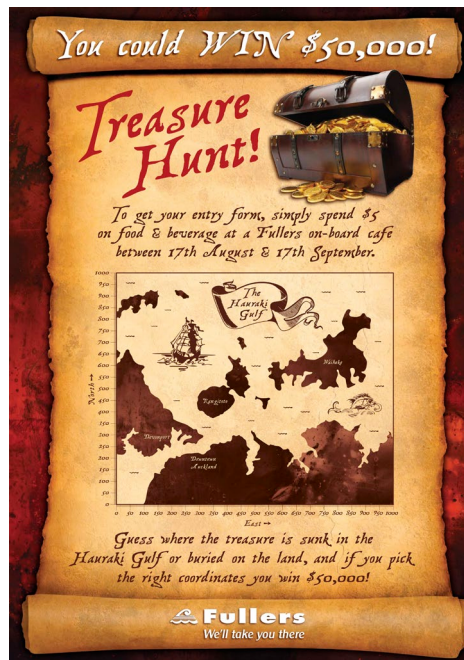
- To increase average spend per customer.
- To offer Inghams customers the chance to daily prizes of free nuggets and also the chance to win three prizes of \$100,000.
- To increase sales above the corresponding months in 2008.

MECHANICS

- The promotion is driven by magazine advertising and POS.
- Customers purchase Inghams Chicken nuggets and find a plastic nugget in packet. On the nugget are instructions to visit the Inghams website and enter the code to have a chance to win.

OddsOn's ROLE

- OddsOn Promotions provided concept and prize indemnity cover.
- We provided the codes and website database and online game.
- OddsOn Promotions managed the daily winners draw.



Case Study – Fullers Ferries – Make a purchase over \$5.00 and then enter the coordinate of the TREASURE.

OBJECTIVES

- To increase average spend per customer.
- To offer each Fullers customer the chance to win \$50,000.
- To increase sales above the corresponding months in 2008

MECHANICS

- The promotion was driven by POS.
- Customers purchase any item from the café and bar and received an entry form.
- The customer entered a latitude and longitude position identifying where they thought the treasure was in the Hauraki Gulf

OddsOn's ROLE

- OddsOn Promotions provided concept and prize indemnity cover.
- OddsOn Promotion approved compliance issues and creative.



Case Study – Autel Appliances – Purchase a kitchen appliance from Autel and you could win \$100,000

OBJECTIVES

- To increase sales.
- To offer Autel customers the chance to win \$100,000.
- To increase sales above the corresponding months in 2008.

MECHANICS

- The promotion was driven by POS and newspaper.
- Customers purchase any item from Autel stores and receive an entry form.
- The customer completes the entry form and one customer is drawn from all entries.

OddsOn's ROLE

- OddsOn Promotions provided concept and prize indemnity cover.
- OddsOn Promotion approved compliance issues and creative.



Case Study – Creative Kitchens – Purchase a kitchen from Creative Kitchens and you could win a \$30,000 Kitchen.

OBJECTIVES

- To increase sales.
- To offer Creative Kitchen customers the chance to win a \$30,000 kitchen.
- To increase sales above the corresponding months in 2008.

MECHANICS

- The promotion was driven by POS and newspaper.
- Customers who received a quote from Creative Kitchens received an entry form.
- The customer completes the entry form and one customer is drawn from all entries.

OddsOn's ROLE

- OddsOn Promotions provided concept and prize indemnity cover.
- OddsOn Promotion approved compliance issues and creative.



Case Study – Continental Soups

OBJECTIVES

- Increase sales.

MECHANICS

- An instant win promotion was devised. Consumers could win one of 50 Volkswagen Polo's by sending a code from a packet of Continental Soup to a txt number.
- Each customer received a unique code to enter the contest.

OddsOn's ROLE

- We devised the concept and worked with the client's agency.
- The txt interface with the random number generator was organised by OddsOn Promotions.
- Continental was able to offer the 50 vehicles due to an underwriting arrangement organised by OddsOn Promotions.



Case Study – Nestle/Nescafe Make a Million

OBJECTIVES

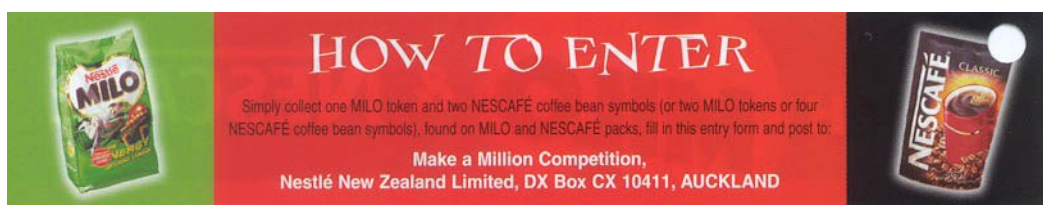
- To increase sales.
- To increase the in store profile of the brands Nescafe and Milo

MECHANICS

- Consumers purchased two Nescafe packs or two Milo packs.
- Each pack had specific tokens that had to be collected.
- The customer mailed the tokens to Nestle.
- One finalist was drawn from all entries.
- The finalist was provided with a set of 100 security envelopes.
- One bag contained \$1,000,000 and the remaining 99 bags each contained \$5,000, so the winner was guaranteed to walk away with a cash prize.

OddsOn's ROLE

- OddsOn Promotions provided 100 sealed security Money Bags for the promotional event.
- The \$1,000,000 was covered by our Underwriters Prize Coverage, so if the contestant selected the \$1,000,000 envelope, our underwriters had taken on the risk and therefore ready to pay out the prize.





Case Study – Arnott’s Big Bikkies

OBJECTIVES

- To increase sales.
- To increase the in store profile of the Arnott’s brand.

MECHANICS

- Consumers purchased any three packs of Arnott’s products.
- The customer mailed three wrappers and proof of purchase to the agency.
- One finalist was drawn from all entries.
- The finalist was provided with a set of 100 security envelopes.
- One bag contained \$1,000,000 and the remaining 99 bags each contained \$5,000, so the winner was guaranteed to walk away with a cash prize.

OddsOn’s ROLE

- OddsOn Promotions provided 100 sealed security Money Bags for the promotional event.
- The \$1,000,000 was covered by our Underwriters Prize Coverage, so if the contestant selected the \$1,000,000 envelope, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study – Vodafone Sales Incentive

OBJECTIVES

- To increase sales.
- To motivate the agents selling particular product to increase sales.
- Create a fun promotion to reward agents.

MECHANICS

- The agents had to sell a minimum of 20 home talk products.
- The agents had to up sell customers from Broadband 1 to Broadband 2, 3, or 4.
- Entries were via a computer sales system.
- Each month the agent with the highest sales was selected.
- The finalist was provided with a set of 40 security envelopes.
- Within the 40 envelopes were four sets of symbols representing the major prizes that could be won. The agent began opening the envelopes until they collected FIVE identical symbols. The prize won was represented by the symbol.

OddsOn's ROLE

- OddsOn Promotions provided the sets of 40 sealed security Money Bags for the promotional event.
- The \$250,000 Porsche, \$50,000 and \$2500 were covered by our Underwriters Prize Coverage, so if the contestant selected any of the three prizes, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study – Regency Duty Free

OBJECTIVES

- To increase duty free sales.
- To target flight crew and increase membership of the flight crew loyalty card.

MECHANICS

- Regency Duty Free partnered five products for this promotion.
- Flight Crew purchased the product of the month.
- To be a qualified entrant the flight crew had to belong to the rewards programme.
- One qualified finalist was drawn from all entries each month.
- The finalist was provided with a set of 12 security envelopes.
- Within the set of 12 envelopes were letters of the alphabet that spelt the name of the brand of the month.
- If the finalist drew the five envelopes that spelt the brand – they won \$1,000,000

OddsOn's ROLE

- OddsOn Promotions provided sets of 12 sealed security Money Bags for the promotional event.
- The \$1,000,000 was covered by our Underwriters Prize Coverage, so if the contestant selected five letters to win the \$1,000,000, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study – Sleepyhead Win A \$1,000,000

OBJECTIVES

- To increase sales.
- To raise the profile of the Sleepyhead brand.

MECHANICS

- Consumers purchased any Sleepyhead bed.
- The customer completed an entry form at the store where the bed was purchased.
- One finalist was drawn from all entries.
- The finalist was provided with a set of 100 security envelopes.
- One bag contained \$1,000,000 and the remaining 99 bags each contained a voucher for a Sleepyhead Bed to the value of \$10,000, so the winner was guaranteed to walk away with a fantastic prize.

OddsOn's ROLE

- OddsOn Promotions provided 100 sealed security Money Bags for the promotional event.
- The \$1,000,000 was covered by our Underwriters Prize Coverage, so if the contestant selected the \$1,000,000 envelope, our underwriters had taken on the risk and therefore ready to pay out the prize.



SAMSUNG OFFICIAL ENTRY FORM

SAMSUNG
BEST SEAT
IN THE HOUSE
LCD TV*, REAR PROJECTION, PLASMA

SCORE A MILLION DOLLARS
COMPETITION
SEPTEMBER 2003
SEE INSIDE FOR DETAILS

Competition for choosing a Samsung Plasma, Rear Projection or LCD TV. This means you will get a perfect prize for your television entry. However, you can win too! You will win \$1,000,000 by predicting the winners of the 2003 World Cup or Rugby.

TO WIN YOU MUST CORRECTLY PREDICT THE TOP FOUR WORLD CUP OR RUGBY FINALISTS IN THEIR CORRECT ORDER AND THE HALF-TIME AND FULL-TIME SCORES OF THE FINAL GAME.

Make sure you are familiar with the rules and conditions, simply follow the instructions, and GOOD LUCK!

My predictions are:

1st Place team: _____

2nd Place team: _____

3rd Place team: _____

4th Place team: _____

Half-time score of Final Game: _____ (Circle only, do not repeat)

Full-time score of Final Game: _____ (Circle only, do not repeat)

GET IT RIGHT!

A winning entry is defined only if the predictions of teams in their correct order and the half-time and full-time scores of the Final Game exactly match the Official 2003 World Cup or Rugby scores announced at the end of the competition. See also the full rules and conditions. Prizes Competition conditions and drawings are set out in full in the Official 2003 World Cup or Rugby.

Please complete the following personal details (Print name):

Name: _____

Address: _____

Telephone number: _____

Other name when purchasing order: _____

Please contact person (print name): _____

Please contact telephone: _____

Date completed: _____

To help you calculate which team you think will advance through to the final, please see our 'Game Plan' video.

Case Study – Samsung Best Seat in the House \$1,000,000

OBJECTIVES

- To increase sales of Samsung TV's.
- To leverage the sponsorship of the Rugby World Cup..

MECHANICS

- Consumers purchased a Samsung TV.
- The customer was given an entry form where they had to provide a halftime and fulltime score for the final of the Rugby World Cup.
- Over 500 entries were allowed.
- The customer retained a duplicate of the entry form to use as a reference whilst the final was played.

OddsOn's ROLE

- OddsOn Promotions provided actuary information to underwriters that explained the game of Rugby Union and assisted with the risk assessment.
- The \$1,000,000 was covered by our Underwriters Prize Coverage, so if the contestant selected the correct scores, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study Think Orange – Office Products

OBJECTIVES

- To increase sales.
- To increase new accounts.

MECHANICS

- Businesses had to open a new account and spend over \$500 in the first month to gain entry to the contest.
- Existing customers had to exceed certain spends for the month to gain an entry.
- One finalist was drawn from all entries.
- The finalist was provided with a set of 100 security envelopes.
- One bag contained \$200,000 and the remaining 99 bags each contained \$1,000, so the winner was guaranteed to walk away with a cash prize.

OddsOn's ROLE

- OddsOn Promotions provided 100 sealed security Money Bags for the promotional event.
- The \$200,000 was covered by our Underwriters Prize Coverage, so if the contestant selected the \$200,000 envelope, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study – Flora Margarine

OBJECTIVES

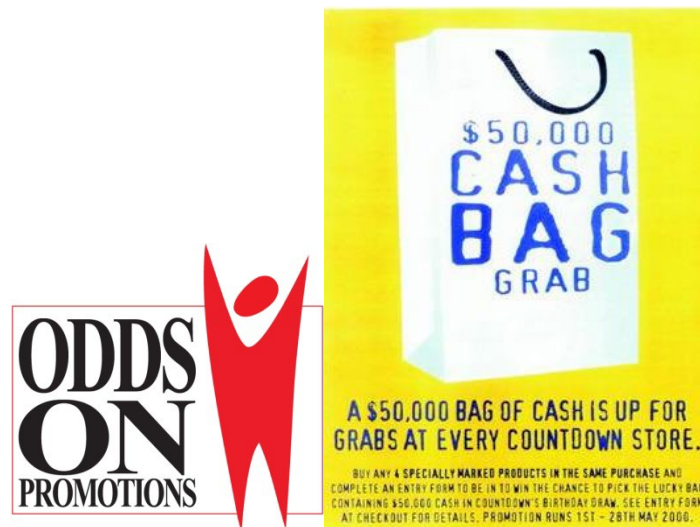
- To increase sales of Margarine
- To leverage the Flora sponsorship of the Sydney Marathon.

MECHANICS

- Consumers purchased any packs of Flora Margarine.
- The customer mailed an entry form attached to the packs and proof of purchase to the agency.
- One finalist was drawn from all entries.
- The finalist was flown to Sydney to take part in a draw just before the start of the Sydney Marathon.
- The finalist was provided with a set of 100 security envelopes positioned inside the heads of artificial sunflowers set up beside the start line.
- One flower head contained an envelope for \$1,000,000 and the remaining 99 flower heads each contained an envelope for a \$50,000 Mitsubishi Car, so the winner was guaranteed to walk away with a fantastic prize.

OddsOn's ROLE

- OddsOn Promotions provided 100 sealed security Money Bags for the promotional event.
- The \$1,000,000 was covered by our Underwriters Prize Coverage, so if the contestant selected the \$1,000,000 envelope, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study – Countdown \$50,000 Birthday Promotion

OBJECTIVES

- To increase sales.
- To celebrate Countdown's birthday by offering the chance to win \$50,000.

MECHANICS

- Consumers shopped at Countdown and for entry \$100 spent received an entry form.
- The customer mailed three wrappers and proof of purchase to the agency.
- One finalist was drawn from all entries.
- The finalist was provided with a set of 100 security envelopes.
- One bag contained \$1,000,000 and the remaining 99 bags each contained \$5,000, so the winner was guaranteed to walk away with a cash prize.

OddsOn's ROLE

- OddsOn Promotions provided 100 sealed security Money Bags for the promotional event.
- The \$1,000,000 was covered by our Underwriters Prize Coverage, so if the contestant selected the \$1,000,000 envelope, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study – Lion Red \$1,000,000 On Label

OBJECTIVES

- To increase sales.
- To increase brand association with fishing.

MECHANICS

- Consumers purchased specially labelled Lion Red bottles.
- Ten bottles had a Lion Red Fish Logo under the bottle top.
- As consumers found the specially marked tops – they called an 0800 number to register.
- The ten finalists were flown to Auckland and provided with activities for the day.
- In the evening the finalist were given a fishing rod and they had to fish one numbered Lion Red fish from a pool of 1000. As each finalist caught their fish – the number was checked with a corresponding numbered security envelope.
- The one thousand envelopes contained 1 x \$1,000,000, 5 x \$50,000, 10 x \$5000 and the remainder were \$1000 prizes.

OddsOn's ROLE

- OddsOn Promotions provided 1000 sealed security Money Bags for the promotional event.
- The \$1,000,000, \$50,000 and \$5,000 prizes were covered by our Underwriters Prize Coverage, so if the contestant selected the

\$1,000,000 envelope, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study – Carters and Taubmans Rolling in Cash

OBJECTIVES

- To increase sales.
- To increase profile of the Taubmans brand in Carters stores.

MECHANICS

- Consumers purchased Taubmans paint products from Carters Stores.
- The customer completed an entry form at point of purchase.
- One finalist was drawn from all entries.
- The finalist was provided with a set of 100 security envelopes.
- One bag contained \$1,000,000 and the remaining 99 bags each contained \$5,000, so the winner was guaranteed to walk away with a cash prize.

OddsOn's ROLE

- OddsOn Promotions provided 100 sealed security Money Bags for the promotional event.
- The \$1,000,000 was covered by our Underwriters Prize Coverage, so if the contestant selected the \$1,000,000 envelope, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study – Coke Caught Red Handed

OBJECTIVES

- To increase sales of Coke products at Broncos home games.
- To leverage the sponsorship of the Broncos.

MECHANICS

- Consumers purchased any Coke product at a Broncos home game.
- During the first half of the game – a roving TV camera “spotted” spectators drinking Coke – Caught Red Handed.
- At half time the three contestants made their way to the field.
- A Jugs machine was used to launch rugby balls onto the pitch.
- Contestants had to catch three balls at various distances to win the \$5000.
- Coke used the promotion for an entire season.

OddsOn’s ROLE

- OddsOn Promotion devised the entire concept.
- OddsOn Promotions provided Jugs machine used to launch rugby balls.
- The \$5,000 was covered by our Underwriters Prize Coverage, so if the contestant caught the \$5000 ball, our underwriters had taken on the risk and therefore ready to pay out the prize.
- Two contestants were awarded \$5000 catches.



Case Study – Continental Spell HATCH

OBJECTIVES

- To increase sales.
- To leverage the brand in one supermarket chain.
- To offer the chance to win a car in EACH store.

MECHANICS

- Consumers purchased any two of Continental products from a New World supermarket.
- The customer entered in store at point of sale.
- One finalist was drawn from all entries at EACH store.
- The finalist was provided with a set of 12 security envelopes.
- Five of the envelopes contained the letters HATCH, the other seven contained crosses.
- Each store staged a draw where the finalist had the chance to win a \$20,000 Nissan Pulsar.

OddsOn's ROLE

- OddsOn Promotions provided 12 sealed security Money Bags for the promotional event. There were 70 sites.
- We designed the draw so it was self regulating and not require expensive supervision.
- The value of the 70 vehicles was covered by our Underwriters Prize Coverage, so if any of the contestants selected the \$20,000 prize, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study – Pizza Hut \$250,000 Cash Giveaway.

OBJECTIVES

- To increase sales.
- To increase market share in pizza delivery.
- Increase usage of coupons sent to households.

MECHANICS

- Consumers used coupons to purchase Pizza Hut products.
- The customer entered at point of sale as coupons were redeemed.
- One finalist was drawn from all entries.
- The finalist was provided with a set of 100 security envelopes.
- One bag contained \$250,000 and the remaining 99 bags each contained \$1,000, so the winner was guaranteed to walk away with a cash prize.

OddsOn's ROLE

- OddsOn Promotions provided 100 sealed security Money Bags for the promotional event.
- The \$250,000 was covered by our Underwriters Prize Coverage, so if the contestant selected the \$250,000 envelope, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study – Blockbuster Txt to Win

OBJECTIVES

- To increase sales.

MECHANICS

- Consumers rented a video from Blockbuster and received a scratch card.
- The customer mailed text's the code from the scratch card to win instant prizes.
- One finalist was drawn from all entries.
- The finalist was provided with a set of 100 security envelopes.
- One bag contained \$250,000 and the remaining 99 bags each contained \$5,000, so the winner was guaranteed to walk away with a cash prize.

OddsOn's ROLE

- OddsOn Promotions provided 100 sealed security Money Bags for the promotional event.
- The \$250,000 was covered by our Underwriters Prize Coverage, so if the contestant selected the \$250,000 envelope, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study – La-Z-Boy Incentive for retailers

OBJECTIVES

- To increase sales of La-Z-Boy Chairs
- To build a stronger relationship with retailers.
- Influence sales staff to sell La Z Boy product over other brands.

MECHANICS

- Retailers received one entry for each chair they sold and four entries for each suite sold.
- Each month prizes were awarded.
- At the end of the promotion one finalist was drawn from all entries.
- The finalist was provided with a set of 100 security envelopes.
- One bag contained \$100,000 and the remaining 99 bags each contained \$5,000, so the winner was guaranteed to walk away with a cash prize.

OddsOn's ROLE

- OddsOn Promotions provided 100 sealed security Money Bags for the promotional event.
- The \$100,000 was covered by our Underwriters Prize Coverage, so if the contestant selected the \$100,000 envelope, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study – Pams Ultimate Nappies

OBJECTIVES

- To increase sales.
- Promote PAMS brands in store.

MECHANICS

- Consumers purchased any PAMS Ultimate nappy products.
- The customer mailed the entry form and proof of purchase to the agency.
- One finalist was drawn from all entries.
- The finalist was provided with a set of 100 security envelopes.
- One bag contained \$20,000 and the remaining 99 bags each contained \$500, so the winner was guaranteed to walk away with a cash prize.

OddsOn's ROLE

- OddsOn Promotions provided 100 sealed security Money Bags for the promotional event.
- The \$20,000 was covered by our Underwriters Prize Coverage, so if the contestant selected the \$20,000 envelope, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study – Foodtown \$100,000 Birthday Bash

OBJECTIVES

- To increase sales.
- To raise awareness of Birthday activities.

MECHANICS

- Consumers purchased any four specially marked products at Foodtown.
- The customer entered via the swiping of the Foodtown card. The loyalty card system entered the customer if any four of the specially marked products were on the receipt.
- Ten finalists were drawn from all entries.
- Each finalist was provided with a set of 100 security envelopes.
- One bag contained \$100,000 and the remaining 99 bags each contained \$5,000, so the winner was guaranteed to walk away with a cash prize.

OddsOn's ROLE

- OddsOn Promotions provided 100 sealed security Money Bags for the promotional event.
- The \$100,000 was covered by our Underwriters Prize Coverage, so if the contestant selected the \$100,000 envelope, our underwriters had taken on the risk and therefore ready to pay out the prize.
- All ten finalists were covered providing a final indemnity of \$1,000,000.



Case Study – CSR Sugar

OBJECTIVES

- To increase sales.
- To stage a below the line promotion to test concept.

MECHANICS

- The entire promotion was below the line – no media involvement.
- Consumers purchased any CSR Sugar products.
- The customer mailed three wrappers and proof of purchase to the agency.
- Three finalists were drawn from all entries.
- Each finalist was provided with a set of 100 security envelopes.
- One bag contained \$1,000,000 and the remaining 99 bags each contained \$5,000, so the winner was guaranteed to walk away with a cash prize.
- The client received over 90,000 entries.

OddsOn's ROLE

- OddsOn Promotions provided 100 sealed security Money Bags for the promotional event.
- The \$1,000,000 was covered by our Underwriters Prize Coverage, so if the contestant selected the \$1,000,000 envelope, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study - Hampsta

OBJECTIVES

- To increase membership.
- To offer new members and existing members the chance to win \$1 Million.

MECHANICS

- The promotion is driven by a \$1.5 Million media spend.
- Consumers are invited to join Hampsta.
- Five finalists are to be drawn from all entries.
- Each finalist was provided with a set of 12 security envelopes.
- Five bags contain the \$1,000,000 Hampsta logo and the remaining seven bags each consolation logos, so the winner was guaranteed to walk away with a cash prize.
- Inquiry levels are up 50%

OddsOn's ROLE

- OddsOn Promotions provided sealed security Money Bags for the promotional event.
- The \$1,000,000 is covered by our Underwriters Prize Coverage, so if the contestant selected the correct logos and wins the \$1,000,000, our underwriters had taken on the risk and therefore ready to pay out the prize.



Case Study – Sky City Casino

OBJECTIVES

- To increase average expenditure of three main gaming customer groups.
- To offer Action Card members and entice new members with the chance to win huge prizes.
- Sky City has never used prize indemnity prior to this promotion. The promotion is designed to balance the higher prizes offered under insurance and the corresponding increase in revenue.

MECHANICS

- The promotion is driven by direct mail, email and internal POS.
- Action Card holders must gamble to certain levels to get entries..
- Each day members are drawn from all entries.
- Each finalist was provided with a set of 12 security envelopes.
- Five bags contain the winning logo and the remaining seven bags each consolation logos, so the winner was guaranteed to walk away with a cash prize.

OddsOn's ROLE

- OddsOn Promotions provided sealed security Money Bags for the promotional event.
- The \$1,000,000 is covered by our Underwriters Prize Coverage, so if the contestant selected the correct logos and wins the major prize our underwriters had taken on the risk and therefore ready to pay out the prize.



ODDS ON Promotions assists clients, marketers and agencies eliminate risk associated with large prize or premium offers. Adding ODDS ON Promotions risk-free, big prize promotions, contests, and games, is proven to increase results for any marketing and sponsorship initiative. When there's a winner, ODDS ON Promotions pays on your behalf!

DAVID BATY - CEO

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