

ODDS ON PROMOTIONS

BIG IDEAS. BIG BRANDS. PROVEN PROMOTIONS.

A portfolio of prize-led campaigns designed and implemented for recognised brands and organisations.



30 IMPLEMENTED CASE STUDIES

**From on-pack instant wins to million-dollar finales,
national retail rollouts, sponsorship activations and sales
incentives.**

FEATURED CLIENTS

Nescafe | Milo | Arnott's | Vodafone | Samsung | Sleepyhead | Coca-Cola |
Pizza Hut | Continental | Lion Red | Countdown | Foodtown

**THE CAMPAIGN CREATES THE ATTENTION.
PRIZE INDEMNITY MAKES THE SCALE POSSIBLE.**

THE EVIDENCE

THIS IS NOT A CONCEPT BOOK

Every case in this portfolio records a promotion OddsOn designed, supported or implemented.

RECOGNISED BRANDS

FMCG, supermarket, automotive, telecommunications, furniture, hospitality, travel, sport, duty free and entertainment.

DIFFERENT BEHAVIOURS

Purchase, quote request, account opening, product upgrade, loyalty membership, coupon use, event attendance and staff sell-through.

DIFFERENT MECHANICS

Instant win, SMS, prediction, Money Bags, letters, symbols, marked packs, live sport, loyalty data and guaranteed gifts.

WHAT THE PORTFOLIO DEMONSTRATES

OddsOn was not simply supplying insurance. The work included creative concepts, promotion architecture, underwriting preparation, technology, secure materials, database management, compliance support and live-event execution.

PRIZE INDEMNITY

OFFER A MAJOR PRIZE WITHOUT CARRYING THE FULL PRIZE EXPOSURE

The advertiser pays an agreed coverage cost. If the defined winning outcome occurs and all conditions are satisfied, the covered prize is paid under the contract.

THE CLIENT FUNDS

Media, campaign creative, activation, staffing, secondary prizes and the agreed prize-indemnity cost.

THE UNDERWRITER CARRIES

The specified rare-event or finalist outcome, subject to the approved rules, eligibility, verification and claim requirements.

WHY IT CHANGES THE BRIEF

A promotion can lead with a vehicle, a major cash prize or a large aggregate prize pool while the client retains a controlled campaign budget. Prize, odds, attempts, entry method, controls and jurisdiction determine the structure.

START WITH THE BEHAVIOUR. THEN BUILD THE GAME.

The strongest campaigns made the desired customer action the gateway to the prize.

01 OBJECTIVE

Define the sale, visit, lead, upgrade or membership action.

02 ENTRY

Create a simple, verifiable qualification pathway.

03 THEATRE

Turn the finalist moment into brand content.

04 RISK

Quantify and cover the rare headline outcome.

05 DELIVERY

Build rules, systems, materials and event controls.

06 VALUE

Capture participation, sales and sponsor stories.

MORE THAN PRIZE COVER

The case studies show a combination of creative, technical, operational and risk expertise.

CONCEPT + MECHANIC

A promotional idea aligned to the commercial objective.

RISK PREPARATION

Odds, exposure, underwriter brief and control design.

CREATIVE + POS

Campaign identity, game cards, packs, print and retail assets.

DIGITAL SYSTEMS

Web games, instant-win servers, SMS, codes and databases.

SECURE MATERIALS

Money Bags, cards, symbols, letters and numbered outcomes.

LIVE EXECUTION

Finalist events, sports equipment, staging and verification.

PORTFOLIO SNAPSHOT

SCALE THAT CAN BE SEEN IN THE ARCHIVE

Selected documented facts from the supplied case studies.

30

CASE STUDIES

70

STORE FINALS IN ONE CAMPAIGN

90,000+

ENTRIES WITHOUT PAID MEDIA

50

VEHICLES IN ONE INSTANT-WIN OFFER

1,000

SECURE OUTCOMES IN ONE LIVE FINAL

FULL SEASON

SPORTS ACTIVATION

50%

RECORDED ENQUIRY UPLIFT

\$1M

REPEATED HEADLINE PRIZE SCALE

ONE CAPABILITY. MANY WAYS TO ACTIVATE.

The portfolio spans customer, trade, staff, loyalty and sponsorship campaigns.

ON-PACK + DIGITAL

Unique codes, SMS, web games and instant-win servers.

MONEY BAGS

A controlled finalist reveal with guaranteed prize value.

PREDICTION

Sport scores and defined event outcomes.

LIVE SKILL

Catching, selecting, fishing and branded event theatre.

LOYALTY + SALES

Membership, upgrades, spend levels and staff sell-through.

BUDGET PROTECTION

Prize indemnity and over-redemption cover.

BE IN TO WIN

\$50,000 INSTANT-WIN CAMPAIGN



FMCG

ON-PACK + ONLINE

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase sales and give Gregg's products stronger promotional visibility during the campaign period.

ENTRY PATH

Purchase a Gregg's product and enter the on-pack code online.

FINALIST MOMENT

Players dragged six Gregg's products from a field of thirty for the instant-win result.

CAMPAIGN ARCHITECTURE

Purchase a Gregg's product and enter the on-pack code online. Players dragged six Gregg's products from a field of thirty for the instant-win result.

ODDSON DELIVERED

Concept development, prize indemnity, instant-win draw server and compliance oversight.

PRIZE-RISK SOLUTION

The headline cash outcome was structured through prize indemnity rather than requiring the client to reserve the full prize value.

WHY THIS CASE MATTERS

A purchase-linked digital game connected packaging, point of sale, magazine media and online play in one trackable journey.

HOLLER FOR A MARSHALL

\$100,000 CASH OPPORTUNITY



AUTOMOTIVE

RADIO + POS + ONLINE

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase calls to Marshall agents and lift battery sales against the comparable trading period.

ENTRY PATH

Customers purchased a battery, received a coded game card and entered online.

FINALIST MOMENT

Players selected six outlaws from thirty and placed them in jail; the correct combination won the headline prize.

CAMPAIGN ARCHITECTURE

Customers purchased a battery, received a coded game card and entered online. Players selected six outlaws from thirty and placed them in jail; the correct combination won the headline prize.

ODDSON DELIVERED

Concept, prize indemnity, creative, printing, point-of-sale material, website and database management.

PRIZE-RISK SOLUTION

Prize indemnity covered the rare winning combination while the client funded the media and customer experience.

WHY THIS CASE MATTERS

A fully integrated campaign linking memorable radio creative, agent calls, purchase, a game card and branded online play.

GO FISHING FOR A JEEP AND BOAT

\$100,000 VEHICLE-AND-BOAT PACKAGE



AUTOMOTIVE RETAIL

RADIO + POS + ONLINE

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase Exide battery sales through Batterymart stores, with a stated campaign target of ten percent growth.

ENTRY PATH

Purchase an Exide battery, receive a coded game card and visit the Batterymart website.

FINALIST MOMENT

The customer played the branded fishing game and gained entry into the major-prize draw.

CAMPAIGN ARCHITECTURE

Purchase an Exide battery, receive a coded game card and visit the Batterymart website. The customer played the branded fishing game and gained entry into the major-prize draw.

ODDS ON DELIVERED

Concept, prize indemnity, campaign creative, website design, game design and database management.

PRIZE-RISK SOLUTION

The high-value Jeep and boat package was made practical through an agreed prize-indemnity structure.

WHY THIS CASE MATTERS

The promotion turned a functional battery purchase into an entertaining lifestyle story with strong radio imagery.

FIND THE GOLDEN NUGGET

THREE \$100,000 OPPORTUNITIES + DAILY PRIZES



FMCG

ON-PACK + ONLINE

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase average customer spend and sales while creating frequent lower-tier winners.

ENTRY PATH

Purchase a one-kilogram pack and find the coded plastic nugget inside the bag.

FINALIST MOMENT

The code directed the customer online for the major-prize chance, supported by daily free-product draws.

CAMPAIGN ARCHITECTURE

Purchase a one-kilogram pack and find the coded plastic nugget inside the bag. The code directed the customer online for the major-prize chance, supported by daily free-product draws.

ODDSON DELIVERED

Concept, prize indemnity, codes, website database, online game and daily-winner management.

PRIZE-RISK SOLUTION

Coverage enabled three large headline-prize opportunities while the daily prizes maintained campaign activity.

WHY THIS CASE MATTERS

A physical object inside the product created discovery, collectability and a direct bridge from pack to digital entry.

COORDINATES OF THE TREASURE

\$50,000 TREASURE CHALLENGE



TRAVEL + HOSPITALITY

ON-BOARD POS

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase average spend in the ferry cafe and bar while giving customers a destination-relevant major prize.

ENTRY PATH

Make a qualifying on-board purchase and receive an entry form.

FINALIST MOMENT

Enter the latitude and longitude believed to identify the treasure location in the Hauraki Gulf.

CAMPAIGN ARCHITECTURE

Make a qualifying on-board purchase and receive an entry form. Enter the latitude and longitude believed to identify the treasure location in the Hauraki Gulf.

ODDSON DELIVERED

Concept, prize-indemnity cover, compliance review and creative approval.

PRIZE-RISK SOLUTION

A precisely defined winning coordinate created an insurable outcome linked directly to the campaign theme.

WHY THIS CASE MATTERS

The mechanic used the ferry journey and Hauraki Gulf setting, making the promotion feel native to the brand experience.

PURCHASE TO WIN

\$100,000 CASH OPPORTUNITY



APPLIANCE RETAIL

POS + NEWSPAPER

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase appliance sales and place a high-value headline above an everyday retail campaign.

ENTRY PATH

Purchase an eligible item in store and complete an entry form.

FINALIST MOMENT

One customer was drawn from all valid entries for the major-prize pathway.

CAMPAIGN ARCHITECTURE

Purchase an eligible item in store and complete an entry form. One customer was drawn from all valid entries for the major-prize pathway.

ODDS ON DELIVERED

Concept, prize-indemnity cover, compliance oversight and creative approval.

PRIZE-RISK SOLUTION

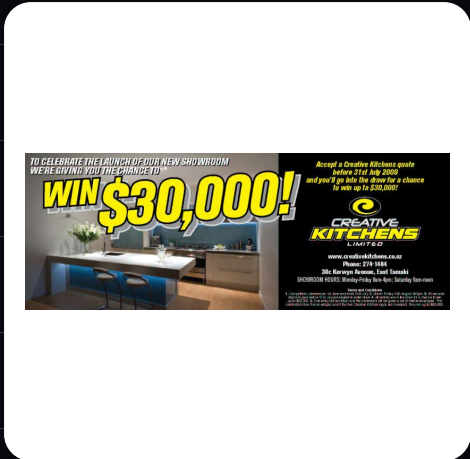
Prize indemnity allowed the retailer to advertise a major cash opportunity while controlling campaign exposure.

WHY THIS CASE MATTERS

A straightforward purchase-to-enter mechanic made the offer easy for stores to explain and customers to understand.

WIN A NEW KITCHEN

\$30,000 KITCHEN



CLIENT OBJECTIVE

Increase qualified sales opportunities and give prospective customers a reason to request a kitchen quote.

ENTRY PATH

Receive a quote from Creative Kitchens and complete an entry form.

FINALIST MOMENT

One valid entrant was selected from the campaign database for the prize pathway.

CAMPAIGN ARCHITECTURE

Receive a quote from Creative Kitchens and complete an entry form. One valid entrant was selected from the campaign database for the prize pathway.

ODDS ON DELIVERED

Concept, prize-indemnity cover, compliance oversight and creative approval.

PRIZE-RISK SOLUTION

The prize value was tied to the client's own product category and supported through a prize-risk arrangement.

WHY THIS CASE MATTERS

The promotion rewarded a valuable sales action - requesting a quote - rather than relying only on completed purchases.

INSTANT WIN VOLKSWAGEN POLOS

FIFTY VEHICLE PRIZES



FMCG

ON-PACK + SMS

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase sales through a large national instant-win proposition.

ENTRY PATH

Send the unique code from a Continental Soup packet to the campaign text number.

FINALIST MOMENT

The SMS interface connected each unique code to a controlled random-number process for the instant result.

CAMPAIGN ARCHITECTURE

Send the unique code from a Continental Soup packet to the campaign text number. The SMS interface connected each unique code to a controlled random-number process for the instant result.

ODDSON DELIVERED

Concept development, agency collaboration and organisation of the SMS-to-random-number interface.

PRIZE-RISK SOLUTION

An underwriting arrangement enabled Continental to promote fifty Volkswagen Polo vehicles without carrying the full aggregate exposure.

WHY THIS CASE MATTERS

A high-volume mechanic designed for simple pack communication and immediate mobile participation.

MAKE A MILLION

\$1,000,000 MONEY BAGS FINALE



FMCG

TOKEN COLLECTION + MAIL

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase sales and in-store profile for Nescafé and Milo.

ENTRY PATH

Purchase two participating packs, collect the required tokens and mail them to Nestlé.

FINALIST MOMENT

One finalist selected from one hundred sealed Money Bags: one held the million-dollar result and the others guaranteed a cash prize.

CAMPAIGN ARCHITECTURE

Purchase two participating packs, collect the required tokens and mail them to Nestlé. One finalist selected from one hundred sealed Money Bags: one held the million-dollar result and the others guaranteed a cash prize.

ODDSON DELIVERED

Secure Money Bags, finalist event mechanics and prize coverage for the million-dollar outcome.

PRIZE-RISK SOLUTION

Underwriters assumed the defined risk of the finalist selecting the million-dollar Money Bag.

WHY THIS CASE MATTERS

A classic big-prize structure combining repeat purchase, token collection, guaranteed finalist value and televised reveal potential.

BIG BIKKIES

\$1,000,000 MONEY BAGS FINALE



FMCG

PROOF OF PURCHASE + MAIL

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase sales and strengthen Arnott's visibility in store.

ENTRY PATH

Purchase three packs and mail wrappers with proof of purchase.

FINALIST MOMENT

One finalist chose from one hundred sealed Money Bags, with a million-dollar top outcome and a guaranteed cash prize.

CAMPAIGN ARCHITECTURE

Purchase three packs and mail wrappers with proof of purchase. One finalist chose from one hundred sealed Money Bags, with a million-dollar top outcome and a guaranteed cash prize.

ODDSON DELIVERED

Secure Money Bags, promotional-event structure and prize coverage.

PRIZE-RISK SOLUTION

Prize indemnity transferred the million-dollar selection risk to the underwriters under agreed controls.

WHY THIS CASE MATTERS

The headline 'Big Bikkies' connected the product category, a simple purchase threshold and a dramatic finalist reveal.

SALES INCENTIVE

PORSCHE AND CASH PRIZE LADDER



SALES INCENTIVE

INTERNAL SALES SYSTEM

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase sales, motivate agents and encourage upgrades to higher broadband products.

ENTRY PATH

Agents met Home Talk and broadband-upgrade targets, with entries recorded through the sales system.

FINALIST MOMENT

The top monthly agent opened sealed bags until five identical symbols revealed the prize level.

CAMPAIGN ARCHITECTURE

Agents met Home Talk and broadband-upgrade targets, with entries recorded through the sales system. The top monthly agent opened sealed bags until five identical symbols revealed the prize level.

ODDSON DELIVERED

Sets of forty secure Money Bags and the complete High Fives finalist mechanic.

PRIZE-RISK SOLUTION

The Porsche and cash tiers were covered outcomes within the approved prize-indemnity structure.

WHY THIS CASE MATTERS

A consumer-style game was repurposed as a sales-force incentive, linking performance data to a high-theatre reward.

SPELL THE BRAND

\$1,000,000 LOYALTY PROMOTION



- DUTY FREE RETAIL
- PRODUCT-OF-THE-MONTH
- IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase duty-free sales and membership of the flight-crew rewards programme.

ENTRY PATH

Eligible flight crew joined the rewards programme and purchased the featured monthly product.

FINALIST MOMENT

A monthly finalist selected five of twelve sealed letter bags; spelling the featured brand unlocked the headline prize.

CAMPAIGN ARCHITECTURE

Eligible flight crew joined the rewards programme and purchased the featured monthly product. A monthly finalist selected five of twelve sealed letter bags; spelling the featured brand unlocked the headline prize.

ODDSON DELIVERED

Monthly secure Money Bag sets and a repeatable brand-specific reveal mechanic.

PRIZE-RISK SOLUTION

Prize indemnity covered the rare five-letter selection that produced the million-dollar outcome.

WHY THIS CASE MATTERS

The mechanic gave each partner brand a month of ownership while using loyalty membership as the qualification gate.

WIN A MILLION

\$1,000,000 HEADLINE PRIZE



- FURNITURE RETAIL
- PURCHASE + IN-STORE ENTRY
- IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase bed sales and lift the profile of the Sleepyhead brand.

ENTRY PATH

Purchase a Sleepyhead bed and complete the entry form at the retailer.

FINALIST MOMENT

One finalist chose from one hundred secured Money Bags, with a million-dollar top outcome and a valuable Sleepyhead prize guaranteed.

CAMPAIGN ARCHITECTURE

Purchase a Sleepyhead bed and complete the entry form at the retailer. One finalist chose from one hundred secured Money Bags, with a million-dollar top outcome and a valuable Sleepyhead prize guaranteed.

ODDS ON DELIVERED

Secure Money Bags, live finalist format and prize coverage.

PRIZE-RISK SOLUTION

Underwriters carried the defined million-dollar selection risk within the controlled envelope structure.

WHY THIS CASE MATTERS

The promotion protected the brand experience by ensuring the finalist would leave with a meaningful product-category prize.

BEST SEAT IN THE HOUSE

\$1,000,000 RUGBY WORLD CUP PREDICTION



CONSUMER ELECTRONICS

PURCHASE + SCORE PREDICTION

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase Samsung television sales and activate the brand's Rugby World Cup association.

ENTRY PATH

Purchase a Samsung TV and predict the halftime and full-time scores for the World Cup final.

FINALIST MOMENT

A valid exact prediction of both score stages triggered the covered headline outcome.

CAMPAIGN ARCHITECTURE

Purchase a Samsung TV and predict the halftime and full-time scores for the World Cup final. A valid exact prediction of both score stages triggered the covered headline outcome.

ODDSON DELIVERED

Rugby-specific actuarial information, underwriter briefing and risk-assessment support.

PRIZE-RISK SOLUTION

OddsOn translated the sport mechanic into quantifiable risk so underwriters could cover the million-dollar prediction.

WHY THIS CASE MATTERS

A strong example of sponsorship activation: the product, viewing occasion and prize mechanic all centred on the same event.

ROLLING IN CASH

\$200,000 NEW-ACCOUNT PROMOTION



B2B OFFICE PRODUCTS

ACCOUNT + SPEND TARGETS

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase sales, acquire new business accounts and reward higher existing-customer spend.

ENTRY PATH

New accounts qualified after an initial spend threshold; existing customers qualified by exceeding campaign targets.

FINALIST MOMENT

One finalist selected from one hundred Money Bags, with a major cash outcome and a guaranteed cash prize.

CAMPAIGN ARCHITECTURE

New accounts qualified after an initial spend threshold; existing customers qualified by exceeding campaign targets. One finalist selected from one hundred Money Bags, with a major cash outcome and a guaranteed cash prize.

ODDS ON DELIVERED

Secure Money Bags, finalist event format and prize coverage.

PRIZE-RISK SOLUTION

The high-value selection was indemnified, giving the B2B sales offer substantially more cut-through than a standard discount.

WHY THIS CASE MATTERS

The entry rules were designed around commercially valuable behaviour: acquisition and incremental account spend.

MILLION DOLLAR SUNFLOWER

\$1,000,000 SYDNEY MARATHON ACTIVATION



FMCG + SPONSORSHIP

PURCHASE + MAIL

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase margarine sales and leverage Flora's Sydney Marathon sponsorship.

ENTRY PATH

Purchase Flora, mail the pack entry form and proof of purchase, then enter the finalist draw.

FINALIST MOMENT

The finalist travelled to Sydney and selected from one hundred artificial sunflower heads beside the marathon start.

CAMPAIGN ARCHITECTURE

Purchase Flora, mail the pack entry form and proof of purchase, then enter the finalist draw. The finalist travelled to Sydney and selected from one hundred artificial sunflower heads beside the marathon start.

ODDSON DELIVERED

Secure prize envelopes, bespoke live-event presentation and prize coverage.

PRIZE-RISK SOLUTION

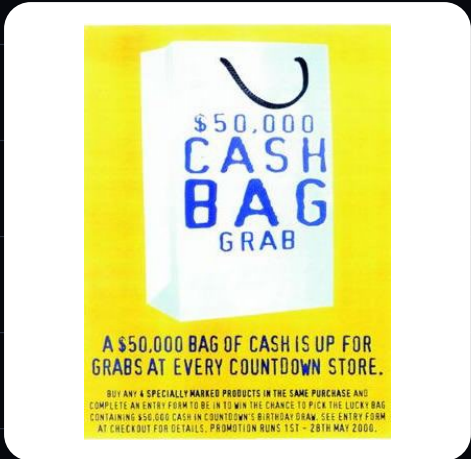
The million-dollar sunflower was covered, while every alternative delivered a high-value vehicle prize.

WHY THIS CASE MATTERS

The standard envelope draw became a distinctive branded spectacle by hiding the outcomes inside Flora sunflowers.

BIRTHDAY PROMOTION

\$50,000 BIRTHDAY HEADLINE



SUPERMARKET RETAIL

SPEND + IN-STORE ENTRY

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase sales and celebrate the supermarket's birthday with a headline cash opportunity.

ENTRY PATH

A qualifying grocery spend generated an entry into the birthday promotion.

FINALIST MOMENT

A selected finalist progressed to a controlled Money Bags reveal for the headline prize pathway.

CAMPAIGN ARCHITECTURE

A qualifying grocery spend generated an entry into the birthday promotion. A selected finalist progressed to a controlled Money Bags reveal for the headline prize pathway.

ODDSON DELIVERED

Secure Money Bags, finalist-event mechanics and prize-indemnity support.

PRIZE-RISK SOLUTION

The archived case demonstrates how a retailer birthday can be scaled through a defined, indemnified finalist outcome.

WHY THIS CASE MATTERS

A major-prize story gave the birthday campaign a clear reason to shop and enter during the promotional window.

MILLION DOLLAR ON LABEL

\$1,000,000 FISHING FINALE



BEVERAGE

MARKED PACK + PHONE

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase sales and strengthen Lion Red's brand association with fishing.

ENTRY PATH

Find one of ten specially marked bottle tops and register through the campaign phone line.

FINALIST MOMENT

Ten finalists were flown to Auckland and fished a numbered Lion Red fish from a pool of one thousand prize outcomes.

CAMPAIGN ARCHITECTURE

Find one of ten specially marked bottle tops and register through the campaign phone line. Ten finalists were flown to Auckland and fished a numbered Lion Red fish from a pool of one thousand prize outcomes.

ODDSON DELIVERED

One thousand secure numbered prize envelopes, event mechanics and coverage across the major prize ladder.

PRIZE-RISK SOLUTION

The million-dollar and upper cash tiers were covered under the underwriting arrangement.

WHY THIS CASE MATTERS

A deeply branded finalist experience: marked bottles, fishing, travel, live theatre and a multi-level guaranteed prize pool.

ROLLING IN CASH

\$1,000,000 IN-STORE PROMOTION



TRADE RETAIL

PURCHASE + POS ENTRY

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE
Increase Taubmans paint sales and profile within Carters stores.

ENTRY PATH
Purchase participating paint products and complete an entry form at the point of sale.

FINALIST MOMENT
One finalist chose from one hundred secure Money Bags for a million-dollar top outcome and guaranteed cash prize.

CAMPAIGN ARCHITECTURE
Purchase participating paint products and complete an entry form at the point of sale. One finalist chose from one hundred secure Money Bags for a million-dollar top outcome and guaranteed cash prize.

ODDS ON DELIVERED
Secure Money Bags, finalist-event structure and prize coverage.

PRIZE-RISK SOLUTION
The defined one-in-one-hundred selection enabled the trade retailer to carry a million-dollar headline without reserving the full amount.

WHY THIS CASE MATTERS
A supplier and retailer partnership used one major mechanic to support both product sell-through and in-store visibility.

CAUGHT RED HANDED

SEASON-LONG LIVE SPORTS ACTIVATION



BEVERAGE + SPORT

STADIUM PURCHASE + LIVE CAMERA

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase Coca-Cola sales at Broncos home games and activate the sponsorship inside the stadium.

ENTRY PATH

Buy Coke at the match and be spotted by the roving camera drinking the product during the first half.

FINALIST MOMENT

Three halftime contestants caught launched rugby balls at increasing distances for the covered cash prize.

CAMPAIGN ARCHITECTURE

Buy Coke at the match and be spotted by the roving camera drinking the product during the first half. Three halftime contestants caught launched rugby balls at increasing distances for the covered cash prize.

ODDS ON DELIVERED

Original concept, Jugs launching machine, live-event design and prize coverage.

PRIZE-RISK SOLUTION

The specified catching sequence created a measurable skill risk that could be covered for the season.

WHY THIS CASE MATTERS

Used across an entire season. The archive records two successful covered catches, producing genuine winner stories.

SPELL HATCH

A CAR OPPORTUNITY IN EVERY STORE



FMCG + GROCERY

PURCHASE + STORE FINALIST

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase sales, build profile in one supermarket chain and create a vehicle opportunity in every participating store.

ENTRY PATH

Purchase two Continental products at New World and enter at the point of sale.

FINALIST MOMENT

Each store finalist selected five of twelve sealed bags; the letters H-A-T-C-H won the vehicle.

CAMPAIGN ARCHITECTURE

Purchase two Continental products at New World and enter at the point of sale. Each store finalist selected five of twelve sealed bags; the letters H-A-T-C-H won the vehicle.

ODDSON DELIVERED

Secure Money Bag sets for seventy sites and a self-regulating draw that reduced supervision requirements.

PRIZE-RISK SOLUTION

Prize indemnity covered the aggregate exposure of a vehicle opportunity across all seventy locations.

WHY THIS CASE MATTERS

A scalable local-store format: every site staged its own high-impact final while the national mechanic remained consistent.

CASH GIVEAWAY

\$250,000 COUPON ACTIVATION



QUICK-SERVICE RESTAURANT

COUPON REDEMPTION + POS

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase sales, grow delivery market share and lift household-coupon redemption.

ENTRY PATH

Use the campaign coupon to purchase Pizza Hut products; redemption generated the point-of-sale entry.

FINALIST MOMENT

One finalist selected from one hundred secure Money Bags for the headline cash outcome and a guaranteed cash prize.

CAMPAIGN ARCHITECTURE

Use the campaign coupon to purchase Pizza Hut products; redemption generated the point-of-sale entry. One finalist selected from one hundred secure Money Bags for the headline cash outcome and a guaranteed cash prize.

ODDSON DELIVERED

Secure Money Bags, finalist-event structure and prize coverage.

PRIZE-RISK SOLUTION

The indemnified top selection gave the coupon campaign a major national headline beyond the ordinary discount offer.

WHY THIS CASE MATTERS

The promotion made coupon redemption the measurable bridge between household media, purchase and the major-prize event.

TXT TO WIN

\$250,000 FINALIST PRIZE



ENTERTAINMENT RETAIL

SCRATCH CARD + SMS

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase rental sales through an immediate mobile-response promotion.

ENTRY PATH

Rent a video, receive a scratch card and text the revealed code to enter and win instant prizes.

FINALIST MOMENT

One finalist progressed to a one-hundred-bag cash reveal with a covered headline result.

CAMPAIGN ARCHITECTURE

Rent a video, receive a scratch card and text the revealed code to enter and win instant prizes. One finalist progressed to a one-hundred-bag cash reveal with a covered headline result.

ODDS ON DELIVERED

Secure Money Bags, finalist-event mechanic and prize coverage.

PRIZE-RISK SOLUTION

Prize indemnity supported the large finalist prize while instant rewards maintained everyday engagement.

WHY THIS CASE MATTERS

A strong early example of linking a physical scratch card to SMS participation and then to a major live final.

RETAILER SALES INCENTIVE

\$100,000 SALES-FORCE FINALE



TRADE INCENTIVE

SELL-THROUGH TRACKING

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase chair and suite sales, strengthen retailer relationships and influence staff product preference.

ENTRY PATH

Retail staff earned entries for each qualifying chair and a higher number of entries for each suite sold.

FINALIST MOMENT

Monthly prizes led to one end-of-campaign finalist choosing from one hundred secure Money Bags.

CAMPAIGN ARCHITECTURE

Retail staff earned entries for each qualifying chair and a higher number of entries for each suite sold. Monthly prizes led to one end-of-campaign finalist choosing from one hundred secure Money Bags.

ODDSON DELIVERED

Secure Money Bags, finalist-event design and prize coverage.

PRIZE-RISK SOLUTION

The major cash outcome was indemnified while the entry weighting aligned reward with higher-value sales.

WHY THIS CASE MATTERS

A clear channel-incentive model that rewarded the salespeople whose recommendations directly influenced the customer.

PURCHASE TO WIN

\$20,000 CASH OPPORTUNITY



FMCG

PROOF OF PURCHASE + MAIL

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase sales and raise in-store visibility for the Pams brand.

ENTRY PATH

Purchase an eligible product and mail the entry form with proof of purchase.

FINALIST MOMENT

One finalist selected from one hundred Money Bags, receiving either the headline cash outcome or a guaranteed prize.

CAMPAIGN ARCHITECTURE

Purchase an eligible product and mail the entry form with proof of purchase. One finalist selected from one hundred Money Bags, receiving either the headline cash outcome or a guaranteed prize.

ODDSON DELIVERED

Secure Money Bags, finalist format and prize coverage.

PRIZE-RISK SOLUTION

The covered top outcome added scale while the guaranteed alternative protected the finalist experience.

WHY THIS CASE MATTERS

A simple national mechanic that could be explained on pack and at shelf without complex technology.

BIRTHDAY BASH

TEN \$100,000 FINALIST OPPORTUNITIES



SUPERMARKET RETAIL

LOYALTY-CARD AUTOMATIC ENTRY

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase sales and build awareness of the retailer's birthday activity.

ENTRY PATH

Buy four specially marked products; the loyalty-card system automatically recognised qualifying baskets.

FINALIST MOMENT

Ten finalists each received a one-hundred-bag chance at the headline prize with a guaranteed cash alternative.

CAMPAIGN ARCHITECTURE

Buy four specially marked products; the loyalty-card system automatically recognised qualifying baskets. Ten finalists each received a one-hundred-bag chance at the headline prize with a guaranteed cash alternative.

ODDSON DELIVERED

Secure Money Bags, multi-finalist structure and prize coverage.

PRIZE-RISK SOLUTION

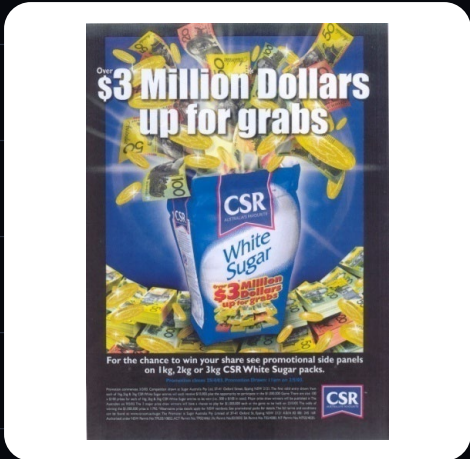
All ten finalist risks were covered, creating an aggregate indemnity of one million dollars.

WHY THIS CASE MATTERS

A sophisticated use of loyalty data to remove entry friction and reward customers for purchasing a defined product bundle.

BELOW-THE-LINE MILLION

\$1,000,000 PURCHASE PROMOTION



FMCG

WRAPPERS + MAIL

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase sales and test the promotion as a below-the-line concept without paid media.

ENTRY PATH

Purchase CSR Sugar and mail three wrappers with proof of purchase.

FINALIST MOMENT

Three finalists each received a controlled Money Bags pathway to the million-dollar outcome and guaranteed cash.

CAMPAIGN ARCHITECTURE

Purchase CSR Sugar and mail three wrappers with proof of purchase. Three finalists each received a controlled Money Bags pathway to the million-dollar outcome and guaranteed cash.

ODDSON DELIVERED

Secure Money Bags, finalist-event mechanics and prize coverage.

PRIZE-RISK SOLUTION

Prize indemnity gave a low-media test campaign a genuinely high-value headline.

WHY THIS CASE MATTERS

The archived result records more than 90,000 entries despite the promotion running without media involvement.

WIN A MILLION

\$1,000,000 MEMBERSHIP ACQUISITION



MEMBERSHIP

MASS MEDIA + JOIN

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase membership and give both new and existing members access to a major-prize story.

ENTRY PATH

Respond to the campaign and join Hampsta; five finalists were selected from the eligible database.

FINALIST MOMENT

Each finalist used twelve secure bags, with five winning-logo outcomes and seven consolation outcomes.

CAMPAIGN ARCHITECTURE

Respond to the campaign and join Hampsta; five finalists were selected from the eligible database. Each finalist used twelve secure bags, with five winning-logo outcomes and seven consolation outcomes.

ODDSON DELIVERED

Secure Money Bags, multi-finalist mechanic and prize coverage.

PRIZE-RISK SOLUTION

The underwritten logo-selection outcome supported the million-dollar headline across the finalist group.

WHY THIS CASE MATTERS

The archive records a major media campaign and a fifty percent increase in enquiry levels during the promotion.

ACTION CARD PRIZE PROMOTION

\$1,000,000 LOYALTY ACTIVATION



GAMING LOYALTY

DIRECT + EMAIL + INTERNAL POS

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase average expenditure across key customer groups and attract new Action Card members.

ENTRY PATH

Members qualified through pre-set activity levels, with finalists drawn daily from eligible entries.

FINALIST MOMENT

Each finalist selected from twelve secure bags containing winning and consolation logos.

CAMPAIGN ARCHITECTURE

Members qualified through pre-set activity levels, with finalists drawn daily from eligible entries. Each finalist selected from twelve secure bags containing winning and consolation logos.

ODDSON DELIVERED

Secure Money Bags, repeatable daily mechanic and prize-indemnity structure.

PRIZE-RISK SOLUTION

The campaign balanced higher prize visibility with a defined, underwritten logo-selection risk.

WHY THIS CASE MATTERS

The archive identifies this as SkyCity's first use of prize indemnity, designed to balance prize scale with anticipated revenue.

MIND AND BODY EXPERIENCE

GUARANTEED GIFT WITH OVER-REDEMPTION COVER



HEALTH + BEAUTY

PURCHASE + CLAIM

IMPLEMENTED CAMPAIGN

CLIENT OBJECTIVE

Increase average customer spend and encourage purchase of two products rather than one.

ENTRY PATH

Buy two eligible products and mail the claim form with proof of purchase.

FINALIST MOMENT

Every valid claimant received the promoted Mind and Body experience voucher.

CAMPAIGN ARCHITECTURE

Buy two eligible products and mail the claim form with proof of purchase. Every valid claimant received the promoted Mind and Body experience voucher.

ODDSON DELIVERED

Concept development, claims handling and over-redemption cover.

PRIZE-RISK SOLUTION

Instead of chance-based prize indemnity, the client paid a fixed campaign cost and OddsOn covered valid redemptions above the agreed budget.

WHY THIS CASE MATTERS

The case broadens the portfolio from competition risk to promotional budget protection for a guaranteed-gift offer.

WHAT THE ARCHIVE PROVES

THE MECHANIC CHANGES. THE COMMERCIAL DISCIPLINE DOES NOT.

Across thirty campaigns, the repeatable strength is the connection between objective, entry action, brand theatre and controlled prize risk.

DESIGNED AROUND BEHAVIOUR

The most effective entry path was never arbitrary. It was tied to purchase, loyalty, upgrade, quote, coupon, staff performance or event participation.

DESIGNED AROUND THE BRAND

Fishing for Lion Red, sunflowers for Flora, rugby prediction for Samsung and product drag-and-drop for Gregg's made the mechanic memorable.

DESIGNED AROUND RISK

Every covered campaign translated the headline idea into measurable odds, controlled attempts, secure materials, verification and a contractual prize exposure that underwriters could assess.

BRING ONE PROBLEM. BUILD ONE COMPELLING REASON TO ACT.

The archive is evidence of what can be created - not a menu that limits the next idea.

01 What behaviour must change?

02 Who is the eligible audience?

03 What action proves qualification?

04 What prize fits the brand?

05 What should the finalist experience?

06 What media will build urgency?

07 What controls make it insurable?

08 How will success be measured?

ARCHIVE NOTE

HISTORIC PROOF. CURRENT PROPOSALS ARE TAILORED.

The campaigns in this book document past work and historical prize values. They are not current quotes, offers or underwriting terms.

WHAT REMAINS VALUABLE

The strategy, creativity, mechanics, operational experience and evidence that OddsOn can turn a commercial objective into a major-prize campaign.

WHAT MUST BE REFRESHED

Current rules, media, technology, privacy, legal requirements, eligibility, prize values, controls and underwriting availability.

USE OF BRAND MATERIAL

Client names and archived campaign artwork are presented here as historical case-study evidence of work undertaken. All trademarks remain the property of their respective owners.

START THE CONVERSATION

WHAT COULD YOUR NEXT PROMOTION MAKE POSSIBLE?

Sales. Foot traffic. Leads. Loyalty. Sponsorship value. Staff performance. A major prize can create attention - the campaign design turns it into action.



COMPLIMENTARY CAMPAIGN DISCUSSION

DAVE BATY | ODDS ON PROMOTIONS

Bring the objective, audience and desired action. OddsOn will help shape the idea, mechanic, prize-risk structure and delivery pathway.

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