



ODDS ON
PROMOTIONS

FREE GUIDE FOR AGENCIES AND BUSINESS OWNERS

BIG PRIZE. SMARTER RISK. BIGGER IMPACT.

A practical introduction to prize indemnity promotions that turn attention into action.

DESIGNED BY PEOPLE WHO HAVE DONE IT

Built from decades of promotion design and real campaigns for major brands across New Zealand and Australia.

THE OPPORTUNITY

Why a big prize changes the conversation

A strong promotion gives people a reason to notice, participate and act now. The prize creates attention; the mechanic directs that attention toward a commercial objective.

\$100K

The headline prize

can be much larger than the promoter's fixed campaign cost when the defined risk is accepted and covered.

Prize indemnity in plain language

Instead of setting aside the full value of a major prize, a business pays an agreed fee for coverage of a precisely defined promotion. If a valid winner meets every contracted condition, the covered prize is paid in accordance with the agreement.

THE IMPORTANT DISTINCTION

Prize coverage does not replace the campaign. The objective, mechanic, customer journey, creative, rules, verification and event execution must all work together.

Prize indemnity in five steps

Every campaign is individually assessed. A clear brief and controlled mechanic make the opportunity easier to price, explain and execute.

1

Set the commercial objective

Define the behaviour that should change: purchase, enquiry, foot traffic, product trial, sponsorship engagement or sales performance.

2

Design the mechanic

Choose a game or contest that is easy to understand, exciting to watch and practical to verify.

3

Define and assess the risk

Confirm prize value, attempt numbers, eligibility, timing, equipment, selection method and every condition affecting the odds.

4

Contract and prepare

Complete the written coverage, rules, creative review, staff briefing, security controls and winner-verification process.

5

Activate and verify

Run the promotion exactly as agreed, capture the required evidence and celebrate a valid winner with confidence.

Start with the behaviour you want to change

The best mechanic is not necessarily the flashiest. It is the one that connects the prize to a measurable business result.

OBJECTIVE	USEFUL MECHANICS	MEASURE
Increase sales	Purchase-to-enter, conditional rebate, on-pack or receipt entry	Revenue, units, average basket
Drive foot traffic	In-store finalist selection, lucky key, number match	Visits, entries, conversion
Generate leads	Quote-to-enter, booking or demonstration challenge	Qualified enquiries, appointments
Activate sponsorship	Half-court shot, target kick, prediction contest	Attendance, engagement, sponsor recall
Motivate a sales team	Tiered entries, finalist game, performance trigger	Sales per person, product mix
Launch or build a brand	Themed instant reveal, collect-and-win, live finale	Trial, reach, database growth

ONE CAMPAIGN. ONE PRIMARY OBJECTIVE.

Secondary benefits are welcome, but the design and measurement plan should be built around one commercial priority.

Seven promotion mechanics worth knowing

Each format can be adapted to a brand, channel, audience, prize level and campaign budget.

1 Moneybags

A finalist selects from sealed options for a chance at the major prize.

2 Conditional rebate

Customers receive a refund if a defined future event occurs.

3 Prediction

Participants predict an exact score, result, date, value or outcome.

4 Skill challenge

A selected contestant completes a defined sporting or performance task.

5 Lucky key

One or more finalists select a key for the chance to unlock the prize.

6 Match and win

Numbers, symbols, products or other elements must match a defined result.

7 Instant reveal

A controlled physical mechanic reveals whether a major prize is won.

THE REAL VALUE

is adapting the format so it feels unmistakably connected to the sponsor, product or event.

[illegible]

CAMPAIGNS SHOWN ARE FROM THE ODDSON ARCHIVE

MAKE THE MECHANIC FIT

A quick promotion selector

Use this as a starting point. The final design should always be tested against the audience, venue, channel, budget and risk conditions.

Retail store

Increase visits

Lucky key / number match

Strong in-store theatre

FMCG brand

Increase purchase

On-pack / receipt entry

Scalable participation

Sports sponsor

Engage fans

Skill challenge / prediction

Live spectacle and content

Automotive dealer

Generate leads

Test-drive entry / rebate

Connects prize to enquiry

Trade supplier

Grow account spend

Tiered entries / finalist draw

Rewards valuable behaviour

Employer

Motivate sales

Performance trigger / Moneybags

Recognition plus aspiration

A GOOD TEST

Can a customer understand what to do, what they might win and what happens next in less than 20 seconds?

The one-page promotion brief

Before creative development or pricing begins, capture the decisions below. Clear information prevents expensive redesign later.

1. Commercial objective

What measurable behaviour or result should change?

2. Audience

Who can participate, and who must be excluded?

3. Offer and entry

What must a participant purchase, visit, submit or attempt?

4. Prize structure

Headline prize, consolation prizes and maximum exposure.

5. Scale

Campaign dates, sites, entries, finalists and attempts.

6. Promotion mechanic

The exact sequence from entry through to winner verification.

7. Channels

In-store, online, media, events, sponsorship or internal systems.

8. Measurement

Baseline, campaign targets, reporting and data ownership.

DO NOT FINALISE PUBLIC CREATIVE FIRST

The advertised promise must match the approved mechanic, contract and rules.

Risk, rules and credibility

A compelling prize offer depends on trust. The customer-facing promise, contractual risk and operating process must say the same thing.

Written coverage

Do not assume a quote or conversation creates cover. Use a signed contract reflecting the final risk.

Exact execution

Changes to dates, attempts, distances, equipment, eligibility or selection can materially alter the risk.

Clear advertising

Describe prizes, entry conditions and chances accurately. Fine print cannot repair a misleading overall impression.

Evidence and security

Plan identity checks, independent supervision where needed, records, video and winner affidavits before launch.

Current legal review

Promotion rules vary by jurisdiction and channel. Online, alcohol, gambling and children's advertising can require special treatment.

NEW ZEALAND STARTING POINTS

dia.govt.nz/Gambling-Fact-Sheet-9---Sales-Promotions | comcom.govt.nz/business

General information only. Obtain current legal advice for each jurisdiction and campaign.

Add a bigger idea without adding uncontrolled risk

Prize indemnity can strengthen a pitch, sponsorship activation or shopper campaign while specialist support sits behind the agency relationship.

Your client sees a bold idea.

You retain the relationship.

OddsOn helps shape the mechanic, assess the defined risk and support the pathway from concept to activation.

Pitch support

Turn a promotional thought into a credible, structured concept.

Mechanic design

Adapt proven formats to the client's brand and objective.

Risk placement

Package the information required for an underwriting decision.

Rules alignment

Help ensure creative, mechanics and coverage remain consistent.

Activation planning

Define equipment, supervision, evidence and winner verification.

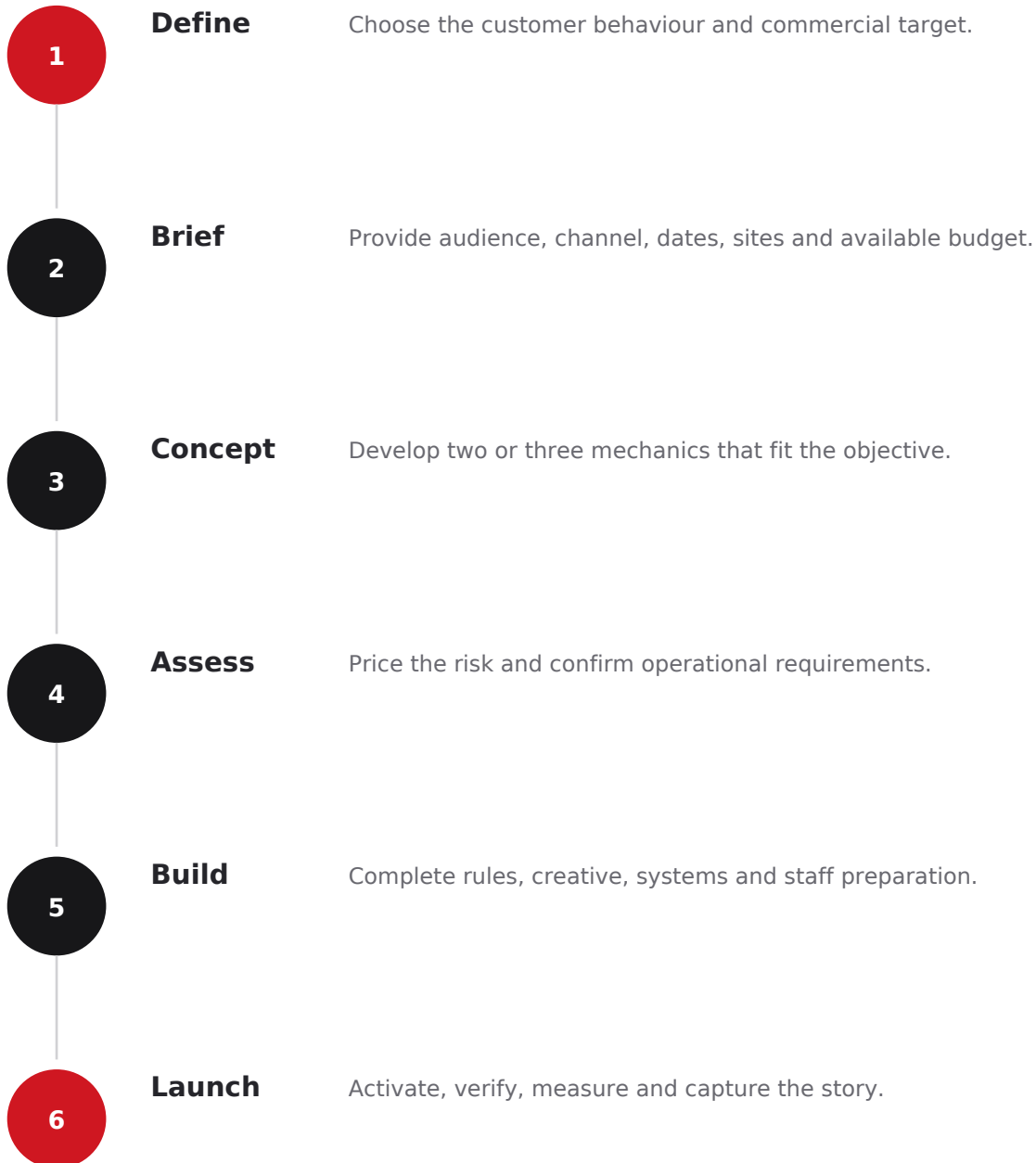
White-label capability

Work alongside your team without displacing the agency relationship.

Ask about an agency brainstorming session or a white-label promotion proposal for your next client pitch.

A practical path from idea to launch

You do not need to arrive with a finished promotion. Start with the result you want and the boundaries you need to work within.



BRING THIS TO THE FIRST CONVERSATION

Objective | target customer | dates | locations | likely entries or attempts | headline prize | campaign budget



ODDS ON
PROMOTIONS

THE NEXT MOVE

Let's build a promotion people talk about.

Tell us the result you want, the audience you need to reach and the budget you have. We will help you explore what is possible.

BOOK A PROMOTION CONVERSATION

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BIG PRIZES CREATE ATTENTION.

SMART PROMOTIONS TURN IT INTO ACTION.

This guide provides general promotional information, not legal or insurance advice. Coverage is subject to written agreement.