

ODDS ON PROMOTIONS

RESULTS SPEAK LOUDER THAN PROMISES



What clients, agencies, radio teams, retailers, clubs and event organisers said after working with OddsOn.

22 CLIENT TESTIMONIALS

Sales. Foot traffic. Leads. Membership. Attendance. Brand theatre. Verified prize payouts.

REFERENCES CLIENT

THEY RAN THE PROMOTIONS.
THESE ARE THEIR WORDS.

THE NUMBERS IN THEIR WORDS

RESULTS THAT CUT THROUGH THE NOISE

+50%

SALES IN ONE FMCG CAMPAIGN

60,000+

ENTRIES IN THE SAME CAMPAIGN

523

QUALIFIED FIELDAYS LEADS

60

CARS SOLD IN ONE WEEKEND

2X

TAKINGS ON A QUIET CLUB NIGHT

800+

ESTIMATED EXTRA RACEWAY GUESTS

\$90K

VEHICLE PRIZE REIMBURSED

NIGHT ONE

CASINO CAMPAIGN PAYBACK

CREATIVE PROMOTIONS. CONTROLLED PRIZE RISK. MEASURABLE ACTION.

OddsOn helps organisations use major-prize promotions to change customer behaviour and create

THE COMMERCIAL OBJECTIVE

Sales, visits, qualified leads, loyalty, member patronage, event attendance, sponsorship value or staff performance.

THE PROMOTION IDEA

A mechanic that makes the desired action the gateway to the prize - from purchase and entry to a live finalist event.

THE ODDSON DIFFERENCE

Concept development, prize-indemnity preparation, secure game materials, rules and controls, technology, campaign delivery and verified prize reimbursement where a covered winner occurs.

BIG PRIZE IMPACT. CONTROLLED CAMPAIGN EXPOSURE.

The client pays an agreed coverage cost. If the specified outcome occurs and the contract

THE CLIENT INVESTS IN

Media, campaign creative, activation, staffing, secondary prizes and the agreed coverage cost.

THE UNDERWRITER CARRIES

The defined headline-prize risk, subject to approved eligibility, attempts, rules, controls, verification and claim requirements.

THE BENEFIT

The promotion can lead with a substantial cash, vehicle or product prize without the client setting aside the full prize value. The client receives the attention; the campaign retains a controlled budget.

ONE PARTNER ACROSS THE CAMPAIGN

01 OBJECTIVE

Define the behaviour and commercial target.

02 MECHANIC

Create the entry and finalist experience.

03 COVERAGE

Quantify risk and secure agreed indemnity.

04 CONTROL

Rules, security, eligibility and verification.

05 ACTIVATION

Media, materials, technology and live event.

06 CLAIM

Verify and reimburse a covered winning outcome.

WHERE IT WORKS

DIFFERENT SECTORS. THE SAME HUMAN TRUTH.

AUTOMOTIVE

Yard traffic, test drives, weekend sales and dealer leads.

RADIO

On-air hooks, advertiser campaigns and location activation.

SPORT

Sponsorship, fan zones, tournaments and live theatre.

CLUBS

Quiet nights, membership, repeat visits and turnover.

RETAIL + FMCG

Purchase, coupon, pack, loyalty and in-store activity.

EVENTS + CHARITY

Attendance, leads, fundraising and partner value.

CAPITAL CITY FORD

CUSTOMERS THOUGHT IT WAS GREAT FUN

“We would certainly use this product again.”



IN THE CLIENT'S WORDS

“No \$10,000 winners; the closest was four dollar signs. Quite happy with the result in the end, considering the Wellington market at the time. We would certainly use this product again, as the customers thought it was great fun.”

HAMISH JACOB

Dealer Principal | Capital City Ford

CHRISTCHURCH CASINO

PAID FOR ITSELF ON NIGHT ONE

“10 out of 10 - the promotion paid for itself on the first night.”



IN THE CLIENT'S WORDS

“10 out of 10 - the promotion paid for itself on the first night.”

MARTIN CONWAY

Manager, VIP Business | Christchurch Casino

OGILVY / TIP TOP

SALES +50% | 60,000+ ENTRIES

“The promotion was a huge success.”



IN THE CLIENT'S WORDS

“The Tip Top promotion was a huge success: sales were up 50% and entries exceeded 60,000.”

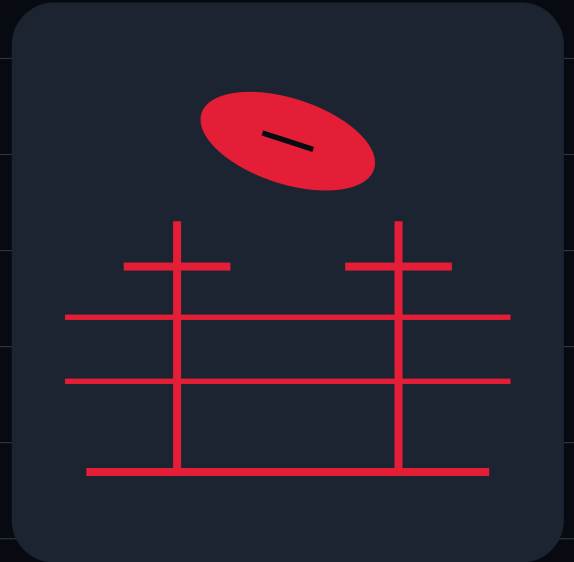
RYAN NEWTON

Senior Account Manager | Ogilvy / Tip Top

LION NATHAN

PROMOTIONAL STOCK SOLD OUT

“It paid dividends for Lion Red - that's for sure.



IN THE CLIENT'S WORDS

“It was a pleasure working with you on our \$1M Fish Hunt campaign. It paid dividends for Lion Red, that's for sure. Lion Red sold out of several lines of promotional stock before the promotion ended.”

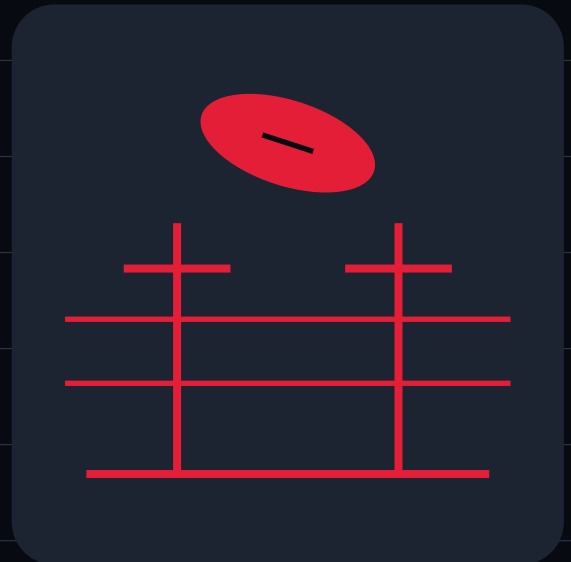
RUSTY KING

Lion Red Brand Manager | Lion Nathan

CANTERBURY RUGBY FOOTBALL UNION

AIR NEW ZEALAND NPC

“I certainly enjoyed the opportunity of working with you.



IN THE CLIENT'S WORDS

“Just a quick note to thank you for your efforts during the Air New Zealand NPC competition. Unfortunately, we didn't get a couple of extra weeks' work, but third placing was still a good effort and I certainly enjoyed the opportunity of working with you.”

DARREN SHAND

Team Canterbury Sponsorship Manager | Canterbury Rugby Football Union

WHANGAREI GOLF CLUB

110 PLAYERS | TWO COURSES

“The Hole in One was a great drawcard.”



IN THE CLIENT'S WORDS

“Thanks for your help with the Hole in One. We had 110 players across two courses over the weekend and the Hole in One was a great drawcard. One player came within 45 centimetres at Whangarei Golf Club - a cruel game when that distance can separate a bottle of wine from the major prize.”

EDWARD IRVING

Club Manager | Whangarei Golf Club

DREAM HOMES

THE TALK OF THE TOWN

“This promotion caused raised eyebrows in Taranaki.



IN THE CLIENT'S WORDS

“We completed the \$100,000 prize draw at our offices. There was no winner of the major prize, although three finalists each received a \$1,000 consolation prize. Thank you for setting this amazing promotion up for Dream Homes. It certainly caused raised eyebrows in Taranaki and was the talk of the town. We look forward to working with you in the future.”

DEREK MCINNES

General Manager | Dream Homes

HENDERSON RSA

TAKINGS DOUBLED

“The Money Tree doubled our takings on a traditionally average night.



IN THE CLIENT'S WORDS

“Running the Money Tree doubled our takings on what was traditionally a very average night. The third night brought in the kind of business we generally see on a Friday, without the Friday entertainment overheads. We couldn't be happier with the support and were thrilled to renew the contract for another four weeks.”

TERESA PRENDIVILLE

Secretary Manager | Henderson RSA

ARCHIBALD AND SHORTER

\$90,000 VEHICLE PRIZE PAID

“The delighted winner received a new Jaguar X-Type Estate.



IN THE CLIENT'S WORDS

“A new Jaguar X-Type 3-litre Estate was won in a hole-in-one competition at the Bridgecorp Golf Day at Titirangi Golf Course. The delighted winner was Mr Jay Ahlers of Auckland. Archibald and Shorter received \$90,000, the retail value of the vehicle. The prize policy was arranged by David Baty of OddsOn Promotions.”

DAVID SHORTER

Director | Archibald and Shorter

FIELDAYS CAMPAIGN

2,500+ ENTRIES | 523 LEADS

“This far surpassed any previous exhibition activity.



IN THE CLIENT'S WORDS

“We had an excellent experience with our 'Win a \$50,000 deposit on your first investment' competition at Fieldays. The stand attracted well over 2,500 entries and generated 523 qualified leads. This far surpassed any previous exhibition activity and was well above the targets set. Our stand was continually busy thanks to the initial interest in the competition, producing a lead cost of only \$6.69.”

BILL HAWLEY

Plug Advertising & Marketing Limited | Fieldays Campaign

THE RADIO NETWORK WAIKATO

HUGE INTEREST | PHONE LINES FULL

“Both promotions created huge interest.”



IN THE CLIENT'S WORDS

“Both our \$70,000 Hole-in-One and \$1,000,000 Crack the Code promotions were excellent, creating huge interest. Crack the Code gave us great on-air mileage and choked up the phone lines. The Hole-in-One was for our advertising clients, and they loved the opportunity to win - even the non-golfers.”

BRETT CONDON

Sales and Marketing Manager | The Radio Network Waikato

CARNABY CARS

60 CARS SOLD IN ONE WEEKEND

“Our best promotion since we have been in business.”



IN THE CLIENT'S WORDS

“We used the Lucky Flyer promotion for our weekend sale. Not only did we sell 60 cars over the weekend, one of our clients arrived with the winning flyer. To sell sixty cars and give away \$20,000 made this our best promotion since we have been in business.”

LESLIE BAXTER

Dealer | Carnaby Cars

MCLELLAN MOTORS

MORE PEOPLE THAN STAFF COULD HANDLE

“There is no doubt the \$20,000 carrot was responsible.



IN THE CLIENT'S WORDS

“Our promotion attracted more people than we could handle. Next time we will have more staff on. There is no doubt the \$20,000 carrot was responsible. We will be doing it again.”

GRANT MCLELLAN

Manager | McLellan Motors

TAURANGA RSA

10 OUT OF 10

“It is bringing members into the club - and they are staying longer.”



IN THE CLIENT'S WORDS

“It is 10 out of 10 as far as promotions go. How can our club afford to give this sort of money away? It is bringing members into the club, and they are staying for longer.”

GRAHAM HOWARD

Manager | Tauranga RSA

WOOLSTON CLUB

10-WEEK BONANZA

“It drew and held good crowds every Saturday evening.



IN THE CLIENT'S WORDS

“High Fives was a ten-week bonanza for the Woolston Club. It not only drew but held good crowds every Saturday evening, while also resulting in increased membership.”

ANDY BROWN

General Manager | Woolston Club

THE RADIO NETWORK

A POWERFUL HOOK FOR CLIENTS

“

Prize indemnity provides a powerful hook in driving customers through our clients' doors.



IN THE CLIENT'S WORDS

“We find being able to indemnify prizes of reasonable size extremely beneficial to our business. They provide a powerful hook in driving customers through the doors of our clients. Our clients also find that offering prizes of good value considerably lifts their profile. It is not only about getting a winner, but the perception created for both the listener and the advertiser.”

TOM HAYSON

General Manager Sales | The Radio Network

OHOPPE CHARTERED CLUB

NORTH ISLAND TOURNAMENT

“The prize indemnification helped make our tournament successful.”



IN THE CLIENT'S WORDS

“The organising committee of the 10th North Island Chartered Club Ladies Golf Tournament would like to thank you very much for the prize indemnification for the hole in one. We really appreciate all the help we received to make our tournament so successful.”

JENNY CUMMINS

Organising Committee | Ohope Chartered Club

RONALD MCDONALD HOUSE WELLINGTON

MAXIMISED COMMUNITY PARTICIPATION



“The prompt attention enables us to maximise participation.”

IN THE CLIENT'S WORDS

“The prompt attention we receive enables us to maximise participation from the local community in which our events are held and adds success to our fundraising ventures. We think they are wonderful.”

CAROL HANEY

Manager | Ronald McDonald House Wellington

HOWICK CLUB

PACKED DRAWS | \$10,000 WINNER

“The club was packed out on each evening of the draw.



IN THE CLIENT'S WORDS

“Over the ten-week High Fives promotion, the club was packed out on each evening of the draw and there was a high level of member interest. We had a \$10,000 winner, which generated even greater interest. OddsOn was excellent to deal with, the prize reimbursement ran smoothly, and the package produced a substantial increase in turnover.”

PHIL SAUL

General Manager | Howick Club

WANDERERS CLUB AND BAR

WINTER FOOT TRAFFIC

“The promotion attracted customers during a difficult trading period.



IN THE CLIENT'S WORDS

“We used High Fives and Two Draw Poker as a weekly drawcard over a very cold winter. The promotion attracted customers to the club during a difficult trading period. I have no hesitation recommending OddsOn to bars wishing to increase foot traffic.”

MARK WALSH

Manager | Wanderers Club and Bar

CAMBRIDGE RACEWAY

ESTIMATED 800+ EXTRA GUESTS

“It probably attracted another 800-plus guests.”



IN THE CLIENT'S WORDS

“The promotion went great with on-course attendances. Six prizes were won from the fifty available and we had a very happy crowd. It probably attracted another 800-plus guests. We received approaches from interested parties about the concept and will definitely do it again next year.”

MIKE WESTON

Manager | Cambridge Raceway

RADIO WAIRARAPA

DEALER TARGETS EXCEEDED

“The promotion blew the dealer's targets into the weeds.



IN THE CLIENT'S WORDS

“We ran a successful golf putting competition for a motor-vehicle dealer, offering car buyers the opportunity to win an indemnified \$50,000 with supporting dealer prizes. The promotion blew the dealer's targets into the weeds and resulted in a new long-term relationship with the client.”

MARK ROUGHTON

Manager | Radio Wairarapa

THE COMMON THREAD

CLIENTS DID NOT PRAISE THE PRIZE ALONE

They praised the commercial effect: busier venues, higher sales, more leads, stronger profiles, greater attendance and smooth winner payment.

ATTENTION BECAME ACTION

The headline prize was the hook. The campaign converted that attention into visits, calls, purchases, membership, entries and live attendance.

THE EXPERIENCE MATTERED

Clients repeatedly described the promotions as enjoyable, exciting, easy to recommend and something they wanted to run again.

DELIVERY BUILT TRUST

The strongest proof is not only that winners occurred, but that the covered claims and reimbursements were handled smoothly while the client retained the promotional upside.

START THE CONVERSATION

WHAT WOULD A SUCCESSFUL PROMOTION LOOK LIKE FOR YOU?

More customers through the door. A stronger sales period. Better sponsor value. A packed event. A reason for people to act now.



COMPLIMENTARY CAMPAIGN DISCUSSION



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