

Stick it in to Win – pan European Promotion

Mechanic

Dip 'n' Win Ice Cream Game Card

Aim:

To reinforce the brand's position of 100%. Perfect in a highly creative and interactive manner achieving flavour trial objectives.



Solution:

Dip 'n' Win Game Cards were handed out to passers-by outside Haagen-Dazs Cafes across Europe. To reveal the prize the consumer had to go into the Café and purchase Haagen-Dazs ice cream.

The food safe dippers were stuck into the Haagen-Dazs ice cream and then licked to reveal which prize level the consumer had won. Each dipper revealed a % figure. In-store point of sale highlighted the prizes to be won.

Big prizes were Haagen-Dazs branded scooters, however the campaign was very clever in that the top prize of 100% was an extra scoop of Haagen-Dazs Ice Cream.

Comments:

A very successful promotion creating a 30% sales uplift. Also the tongue-in-cheek humour and impactful designed POS reflected the brand profile whilst endorsing the brands 100% Perfect positioning of Haagen Dazs.

The promotional mechanics were ideally suited to the Café experience, adding excitement and innovation to the high traffic environment. The novel use of our liquid-reactive ink made the Haagen-Dazs promotion fun and interactive. It encouraged consumers to participate in the action, to see if they could win.

