

## Be a washer & win

### Mechanic

Wash and Win Bottle Collar Instant Win Game Card

### Aim:

To increase sales uplift and brand awareness



### Solution:

700,000 innovative Wash 'n' Win game cards were created for PZ Cussons' leading handwash brand Carex. The specialist ink technology devised in B&H's laboratory was applied to 700,000 bottle collars in total and ran nationwide in all major multiples within the UK.

Each collar incorporated a panel covered by a special water release ink which concealed three different 'Sun' symbols each depicting a Win or Lose message. Consumers were able to detach the neck collar and place the card under running water at home to reveal whether they had won a prize by washing away the covering ink. Prizes included holidays to Florida and Centre Parc weekends. The promotion also carried a 20 pence off coupon to further encourage sales uplift.

### Comments:

The Wash 'n' Win mechanic was absolutely perfect for the product. It actively engaged the consumer in to the promotion by adding an extra dimension of fun and creativity.

