

Give the
Gift of Stars

What was the promotion

- Give The Gift of Stars Christmas Campaign 2007 was a consumer promotion.
- Objective was to aid sell in/sell thru of Roadshow Entertainment catalogue from 1st October 2007 to 15th January 2008.
- Instant win entry mechanic via SMS or phone.
- There were over \$50,000 worth in cash prizes to be won instantly:
 - \$500 instant cash up for grabs daily.
 - Plus one lucky winner had the *chance* to win \$100,000.



How was it communicated?

- On-pack sticker across 1.8 million DVDs.
- Tagged TVC.
- Press Ads.
- Point of Sale.



TVC



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PRESS ADS



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POINT OF SALE



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Reasoning behind the prizes and mechanic

- Research showed that consumers prefer promotions that are:
 - Simple to enter, preferably via SMS.
 - Do not require 25 words or less response.
 - Instant win - and therefore instant gratification.
 - Daily prizes with multiple chances to win (minimum of 3 entries per person, per purchase, per day).
 - Cash was the singular prize offering that appealed to all demographics and age groups.



Entries via phone and SMS

Service

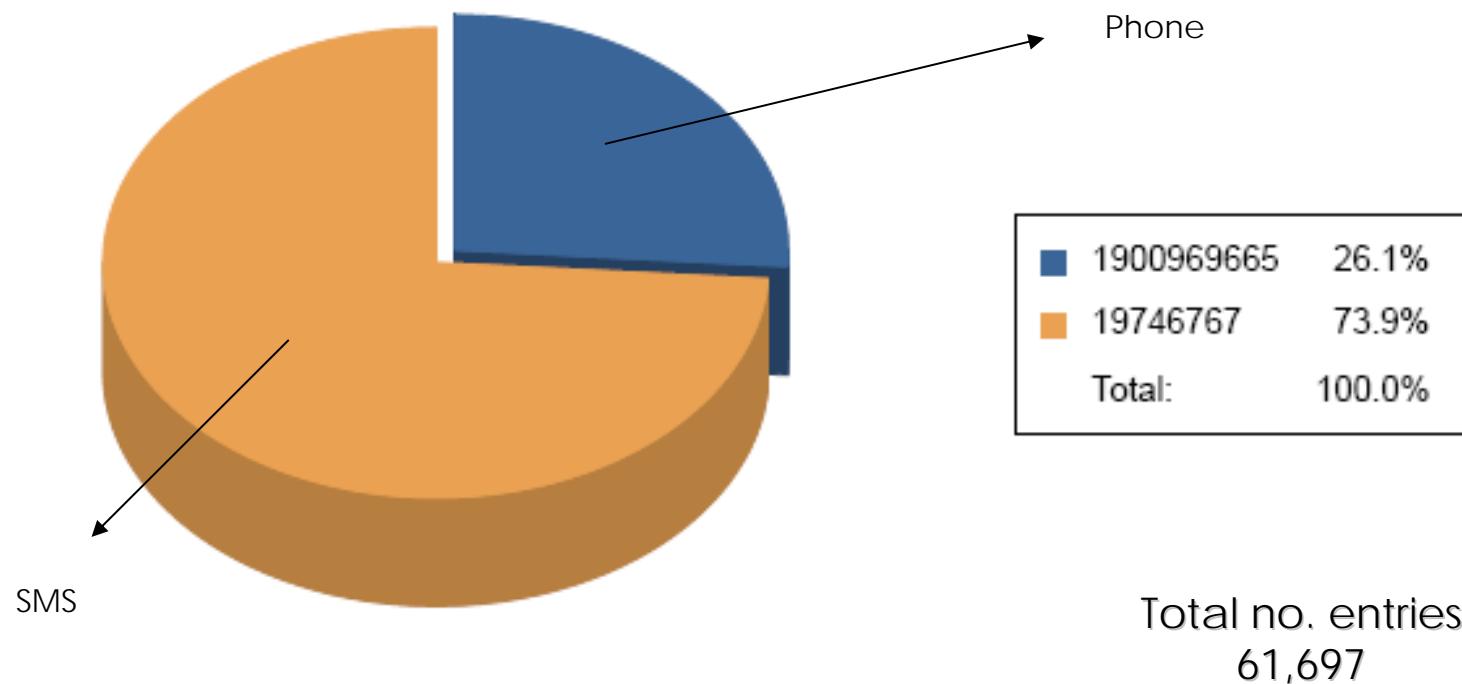
Entries

1900969665

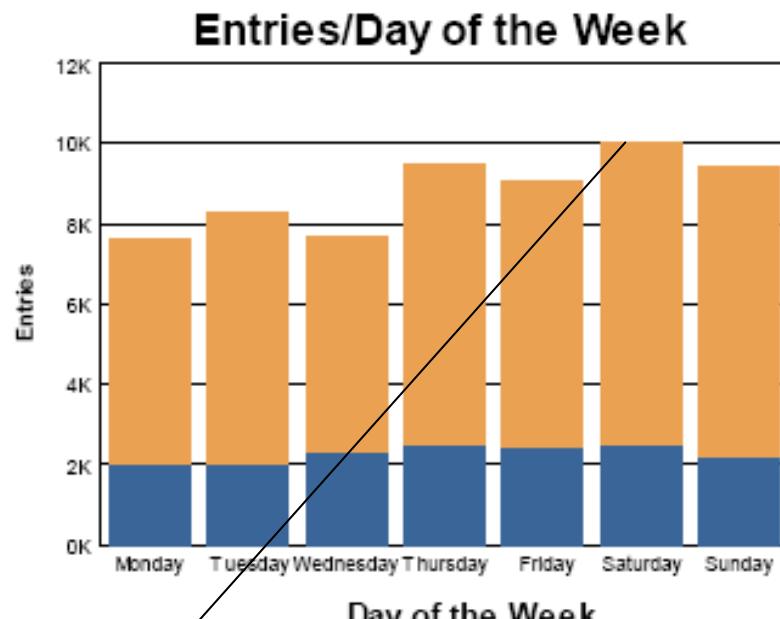
16,121

19746767

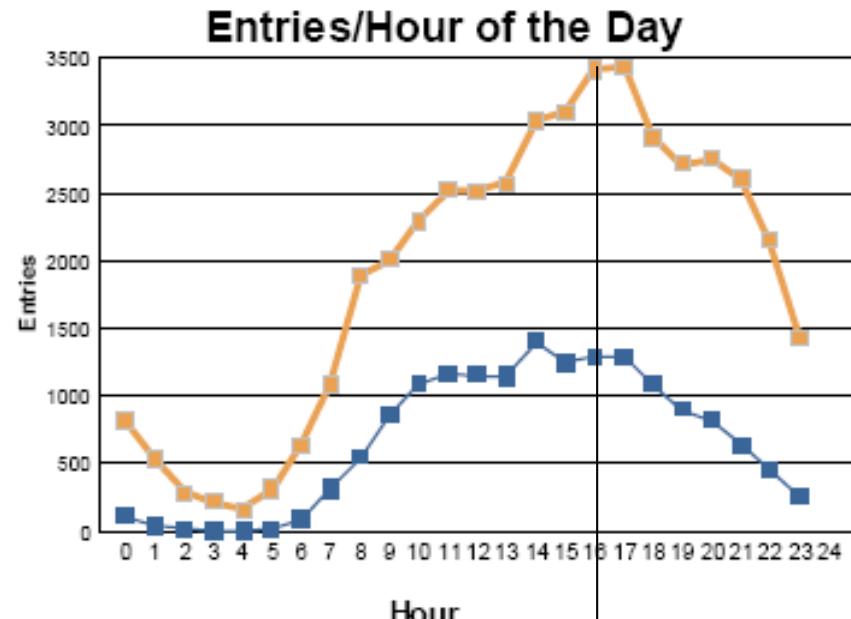
45,576



Daily and Hourly Tracking



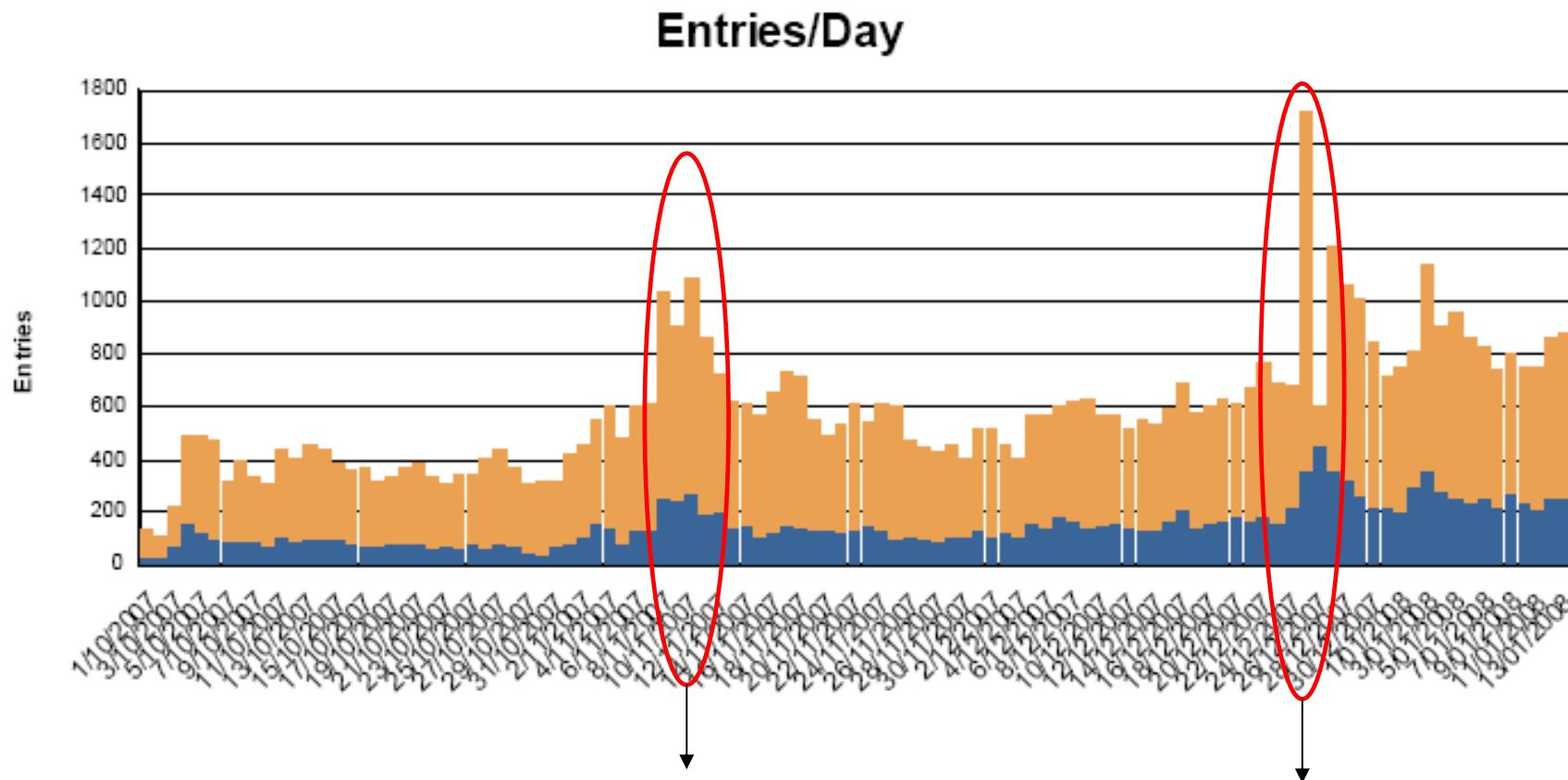
Most people entered on Saturday reflecting peak shopping days



Majority of SMS entries took place late afternoon between 1400 to 1800 hrs

Snapshot of entries

1st Oct 07 to 15th Jan 08



8th Nov – first day entries go over the 1k mark with the start of Kmart's Multi Buy Campaign (1,035) plus following Saturday (1,090)

Highest entries were on Xmas Day indicating that gift receivers were entering promotion (1,721)

Volume and Value 2006 vs. 2007

Summary of Christmas Campaign 2007 Vs. 2006

	2006 Sell in	Sell Through
Units	1,467,536	1,206,935
Value \$	17,698,484	\$ 14,555,640
2007	2,149,972	1,876,482
	\$ 26,616,653	\$ 23,230,847
% variance 07 vs. 06	150%	160%

Redemption Rates

- Based on 61,697 entries and a sell thru of 1,876,482 units the redemption rate was 3.2%
- A good, but not above average, redemption rate.
- Difficult to quantify whether it influenced consumer purchase decision making.
- No in-store space or catalogue exposure was secured as a result of the promotion as it was a trade-wide offering and not account specific.
- Stickered GTGOS stock is still in the channel (as of May 2008) and therefore indicates redemption rate was lower based on 1.8 million stickers being printed.

Implementation Costs

Component	Cost excl. GST
SMS set-up and run; Instant win mechanic; Prize validation; Winner selection; Testing; Weekly Reports; T&Cs; Permits; Fulfilment; Transcriptions; Prize insurance for \$100K	\$17,329.35
Instant Cash Prizes 107 x \$500	\$53,500
Consolation Prize for major winner	\$10,000
Flights and Accommodation	\$3,000
Sticker including plate, knife, print production and delivery	\$22,895

Total investment of \$106,724.35*

*This does not take in to consideration man hours
i.e. calling winners and issuing cheques, etc.

Evaluation?

- \$106,724 was a significant investment for Roadshow Catalogue but Xmas 2007 did deliver great results (10% increase on 2006, #1 volume and #2 value).
- Undoubtedly delivered a satisfactory consumer offering – simple to enter, instant win, daily cash prizes.
- Provided a theme for Xmas 2007 campaign.
- Strong call to action in store.
- Tool to measure consumer habits and retail activity e.g. Kmart Multi Buy.

Other influences?

- Range offering 2007 vs. 2006 – e.g. offering of strong titles such as Happy Feet and Pan's Labyrinth.
- SAP was fully functional!
- Price point was more competitive.

Recommendations for 2008

- \$106,724 could be invested more cohesively in 2008:
 - In store space, e.g. would pay for a tower in Target for 2 months during the Xmas period
 - 35 x catalogue spots
 - Bottom line revenue
 - Cross promotion with a media partner such as Nine Network to drive awareness of titles outside of the cluttered the retail environment.

Competitor Activity – Sony and Universal



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Competitor Activity – 20th Century Fox

No Generic Xmas Campaign – Simpsons Movie was the Xmas Focus



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Competitor Activity – Walt Disney

Disney in store, Share of Voice and Campaigns continue to be strong...they are looking to turnaround after a disappointing 2007



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Competitor Activity – Walt Disney

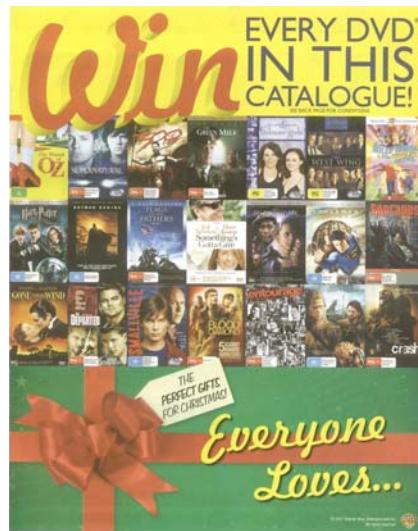


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Competitor Activity – Warner Bros



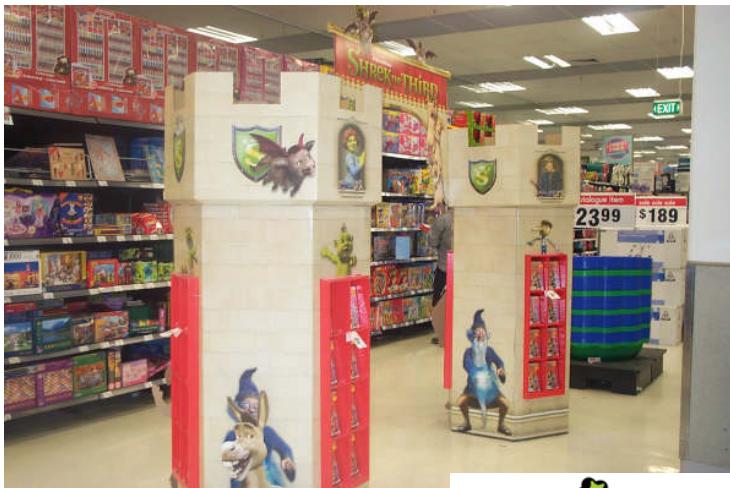
Broadway - Kmart



Warners Xmas
Campaign with
own Studio
Catalogue –
consistent
message and look



Competitor Activity – Paramount



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Competitor Activity – Paramount



Shrek Money Box

Life Size Shrek @ Myer, Pitt St

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Competitor Activity – Paramount



Retro Classics &
Summer Recovery Campaigns

Lifestyle Campaigns and Spinner in Virgin
Megastore, George St



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Consumer Choice

Disney / Myer and Sanity

Build your own box set

3 DVDs for \$40

3 FOR \$40 CDs & DVDs

NEW TITLES ADDED
CHOOSE ANY 3 FOR \$40

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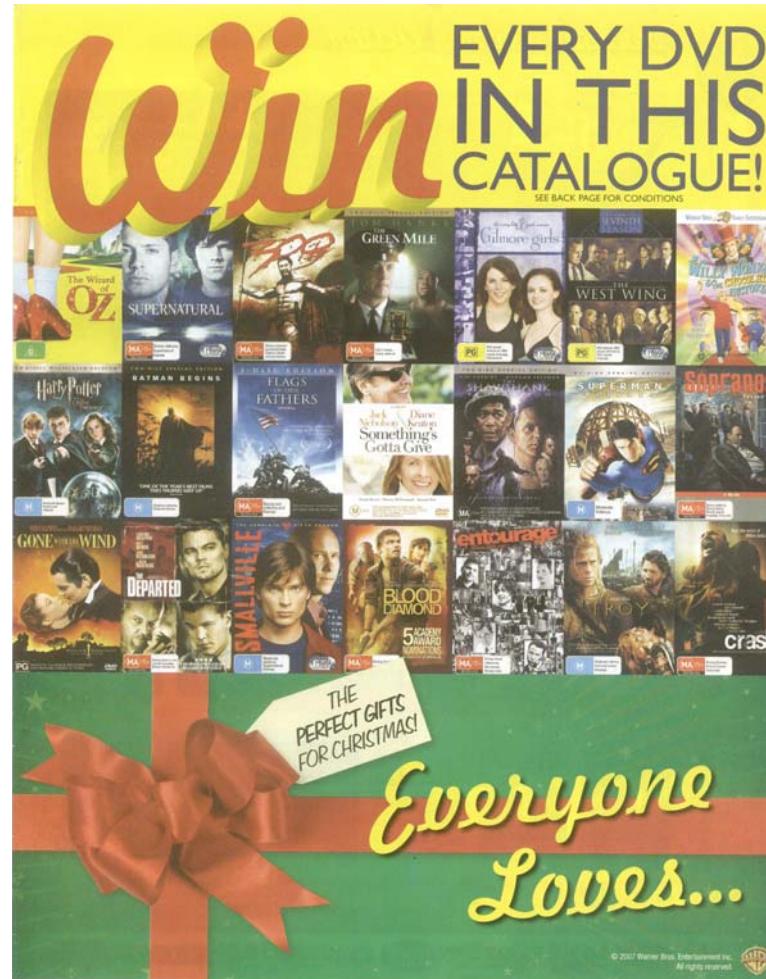
Big W Catalogue 22 Nov – 28 Nov



Do we need to pitch for whole pages at Xmas similar to Toy Cat?

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Warner Catalogue



Is it a better to invest in our own Xmas catalogue like Warner?

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Virgin at Myer – 11 Dec



Catalogue support with Box Sets

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