

Promotion Checklist

Before starting your (first) code based promotion, please take some time to read this document. Using this checklist will allow you to have all the elements in place to run a smooth and successful promotion.

Codes

- Order extra codes for Consumer service (1000 codes), which need to be integrated in the platform database as well
- Code overs - allow a minimum of 20% extra codes provided per SKU for wastage/carton overs (check with printer and factory)

Promo mechanics / pack artwork

- Make sure consumer's journey is clearly defined and anticipate potential issues. Align this with local digital team
- Ensure the promotion time period (start & end date) is clearly indicated on the pack & website, and align the website availability accordingly
- Promotion's mechanics should be easy & clear for consumers (ideally not more than 2 steps)
- Ensure the pack artwork clearly indicate to the consumers where to find the code printed inside. Code should be printed inside the pack, preferably on the back panel and in the top half part. If printed elsewhere, the location should be clearly indicated to consumers.

Prizes

- Clear process, with roles and responsibilities, should be in place for management of prizes
- Identify clearly the shipment/carrier solution
- Schedule reasonable timeframe to ship the prizes. It should not exceed a maximum of 3 months and the approximate waiting time till prize delivery should be communicated to all winners
- When possible, leverage digital prizes instead of complex logistical and expensive material prizes

Consumer's code entry

- Add a message saying how long the code should be, and whether spacing should be included
- When an invalid code is entered, remove the code entered from the screen or open a new page, so users don't have the opportunity to re-enter the same code or change single digits to try and create a valid code
- Add a different error message when codes are being re-entered. Instead of just having the same invalid code message, tell the user that this code has already been entered, to stop users using the same codes several times
- The codes entered are passed through verification software to ensure they are valid

Management of consumers contacts

- Consumer Service team needs to be briefed in advance of the promotion, clarifying the information flow – especially if 3d party agency(ies) is/are involved
- In case of unreadable or invalid code, a process has to be implemented and can follow the below steps:
 - Ask the consumer to email a picture of the code
 - Verify the code
 - Distribute a substitution code to the consumer