

Duracell World Cup Promotion – June 2010

INTRODUCTION

Fore Good Group took over the sole distributorship for Duracell® in Southern Africa in July 2009. With FIFA's World Cup being hosted in South Africa, the team wanted to corner incremental gains from the overseas tourists.

OBJECTIVES

Launch an integrated campaign that would stand out and promote purchases in addition to leveraging World Cup opportunity

CHALLENGES

- Align to World Cup without infringing on FIFA regulations
- Compete with our competitors and other brands in a busy and cluttered time in South Africa

STRATEGY

Promote multiple purchases and engage consumers with a quasi-treasure hunt as bunny types were spread out in different stores. This was complemented by interactive engagement between Duracell and its consumers through in-store promotions and social media with a consumer competition link.

VEHICLES

- | | | | |
|----------------------|-------------------------|------------------------|------------------|
| - Social Media | - In Store Experiential | - Trade Comms | - Internal Comms |
| - POSM Display Drive | - Broadsheets | - Incentive Programmes | - TV |

RESULTS

- 51% Value growth vs. SPLY
- 17% ROMI (Return on Marketing Investment) over 2 months

DURACELL®



