



Magnum Gold Class



www.magnumgoldclass.com.au

"For Unilever to be at the top of its game in digital marketing, we needed Traction"

Amanda Smith
 Head of New Media and Marketing Services
 Unilever

For more information please visit the Traction website at www.tractionplatform.com.au

To discuss how traction may serve your specific needs, please contact us on +61 2 9024 2676 or email contact@tractionplatform.com

Unique brand leveraging campaign

The Magnum Gold Class campaign was a unique brand leveraging opportunity and a prime example of MassMedia's Traction platform in action.

Objectives:

- Drive brand engagement & experience.
- Increase retail sales.
- Build a customer database.

Solution:

Unilever used MassMedia's relationship marketing platform, Traction to implement the campaign functionality, taking advantage of its unique targeting and intelligent data gathering capabilities.

The promotion offered consumers a free upgrade to Gold Class cinema with the purchase of any individual Magnum ice cream, which was redeemable at any Greater Union, Village or Birch Carroll & Coyle cinema. Customers had to enter the barcode of a specially marked Magnum ice cream wrapper online to download the upgrade voucher. The site created new customer profiles and updated existing ones.

Outcome:

The promotion attracted over 240,000 entries and built a valuable database of information for Unilever.

At the heart of the promotion was a campaign microsite that served as a destination for consumers to engage with the brand and be entertained with various game based activities.

A mobile site was developed with Traction managing:

- Inbound and outbound sms.
- Registration for email.
- Competition and survey responses
- WAP push.

Clear calls to action on TVC's, print and outdoor advertising encouraged consumers to respond via digital channels where Traction tracked all interactions.