

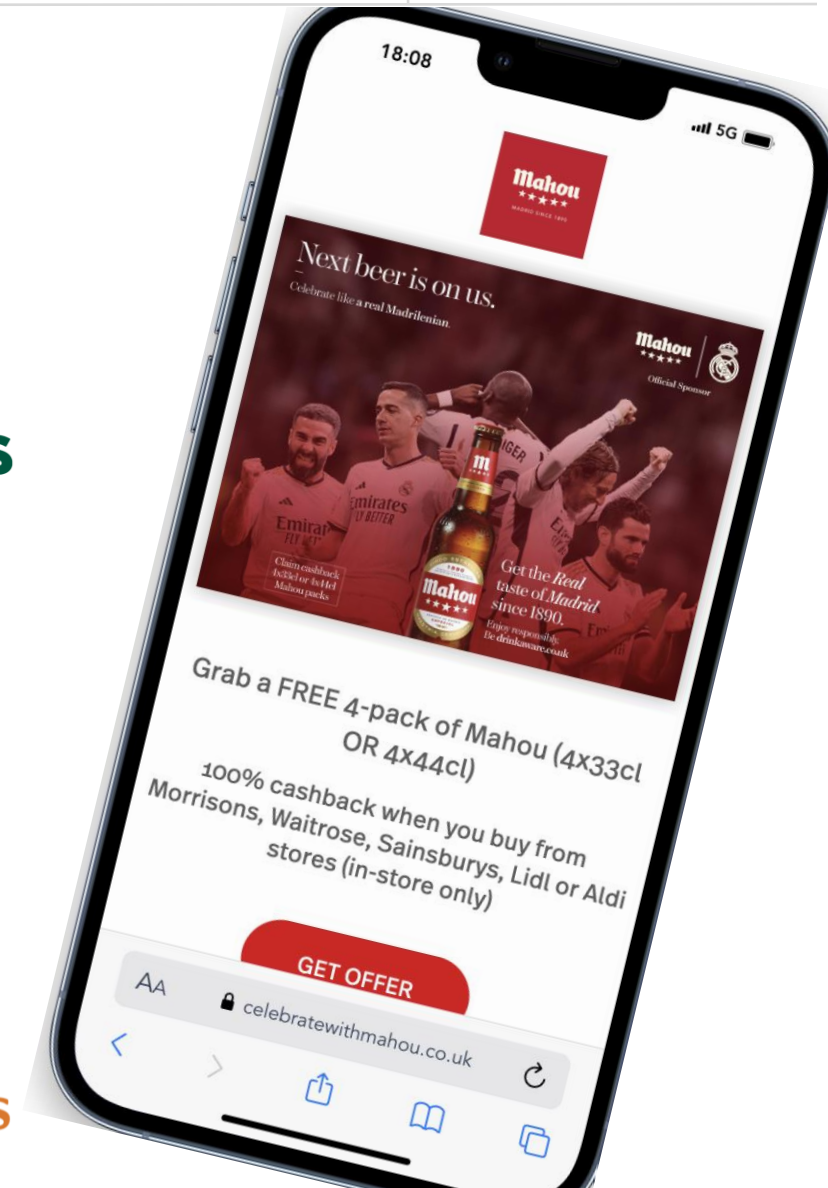
Next beer is on us. Celebrate like a real Madrilenian

CAMPAIGN BRIEF

Raise awareness of Mahou beer leveraging their association with Real Madrid, Finalists and ultimate Winners of the 2024 UEFA Champions League. Increase market share and engage with new customers across a wide range of retailers

APPROACH

A 10-day campaign, in the lead up to and weekend of the Champions League final, staged at Wembley [30th May-9th June]
Maximising brand awareness via OOH and social media, creative delivered a strong CTA for consumers to request a mobile coupon to enjoy a free 4-pack of Mahou beer from selected retailers.



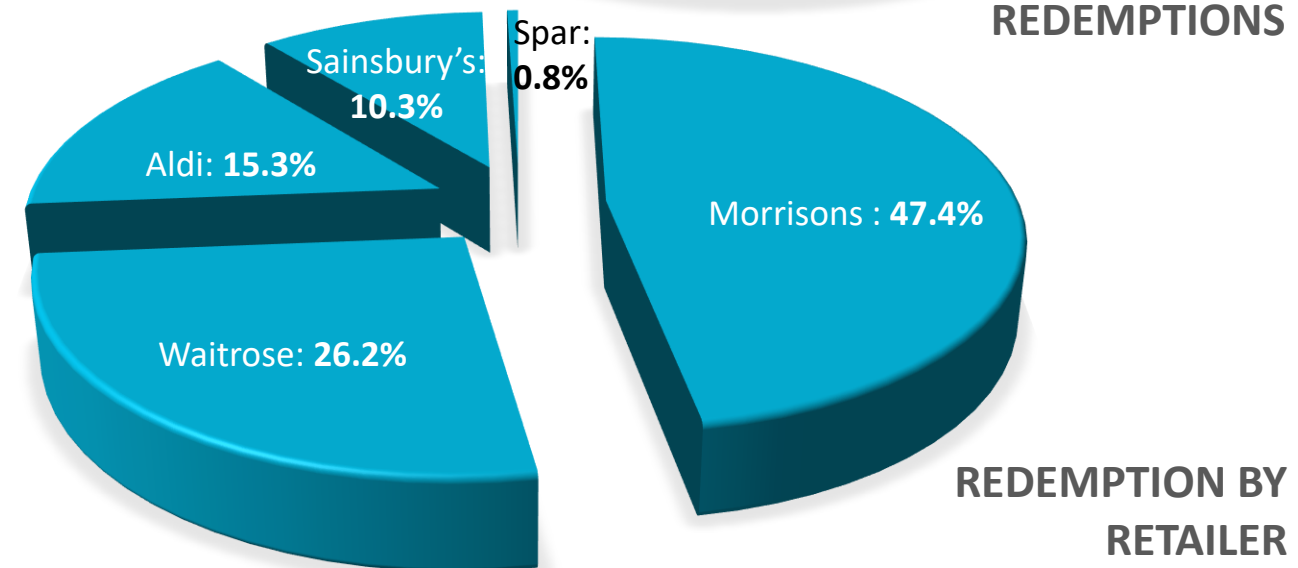
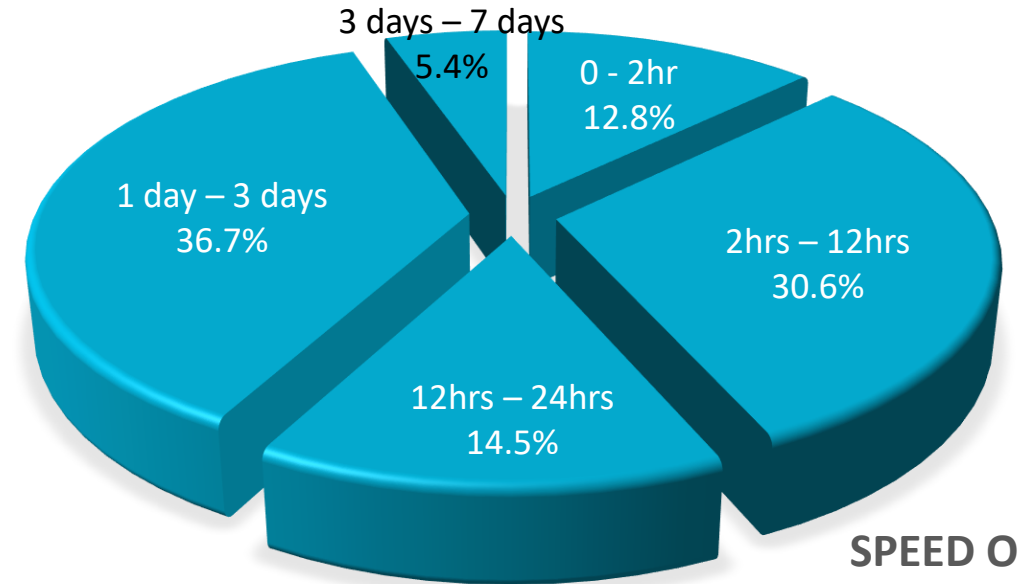
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MECHANIC

Consumers purchased the 4-pack of Mahou beer and received their money back via **super-fast cashback** mechanic, powered by Zappit's CashbackNow – cashback payments made to the consumer in as little as **30 mins**.
58% redeemed within 24 hours of receiving their coupon

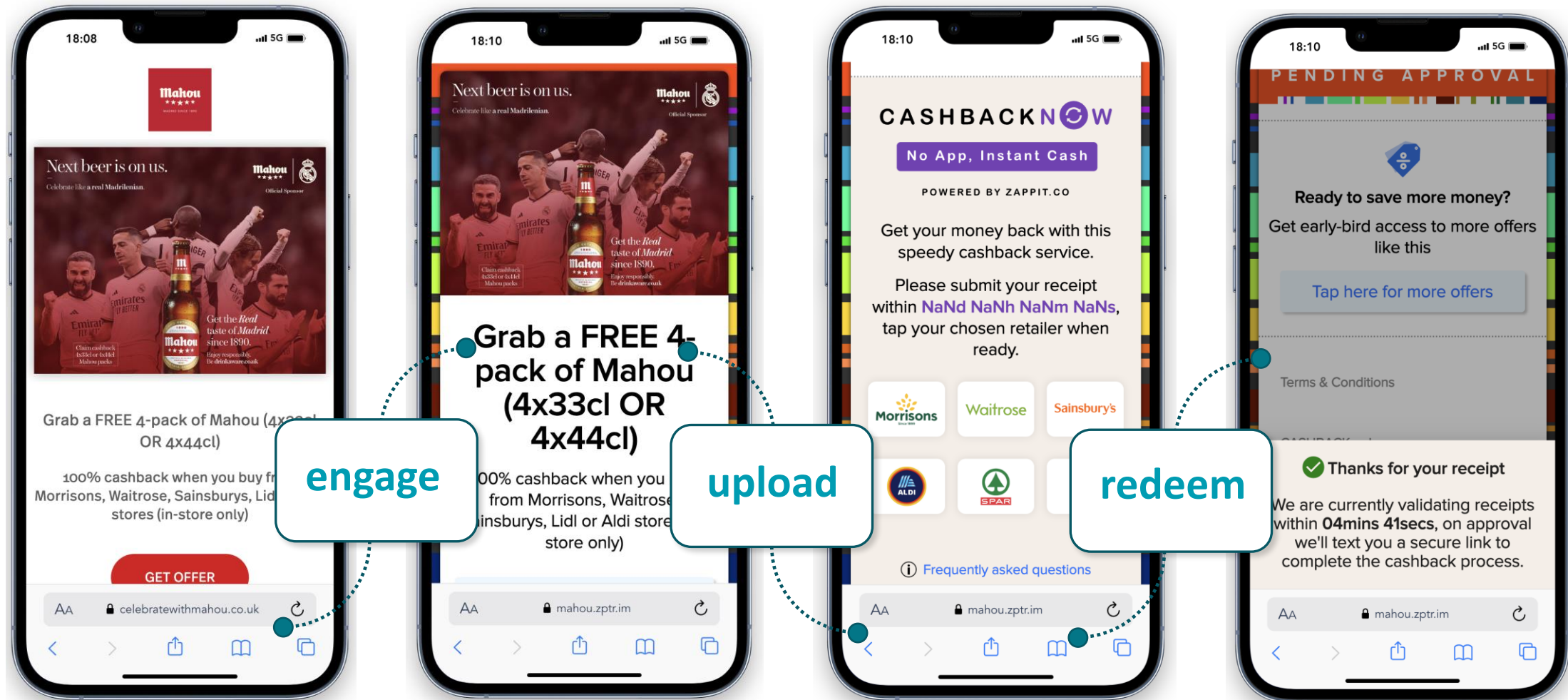
OUTCOME

Over **9,500** coupons distributed during the 10-day campaign, and a cashback redemption request rate of almost **20%**, with **Morrisons** contributing almost **50%** of uploaded receipts



USER JOURNEY

CAMPAIGN PAGE >> RECEIVE COUPON >> IN-STORE >> REDEMPTION



Contact Zappit to discuss how we can help you too...



SalesTeam@zappit.co