

Keep CONTROL with TENA MEN

CAMPAIGN BRIEF

Raise awareness of Tena Men product by offering a £4.50 super-fast cashback on selected products across a host of retailers

Attract new customers and first party data via customised lead gen form

Increase market share

MEDIA APPROACH

Organic exposure plus a series of full page ads, running in national press [including The Times and The Sun], to coincide with Prostate Cancer Awareness month

ASDA

TESCO

Morrisons
Since 1899

co
op

Boots

Waitrose

Superdrug

Sainsbury's



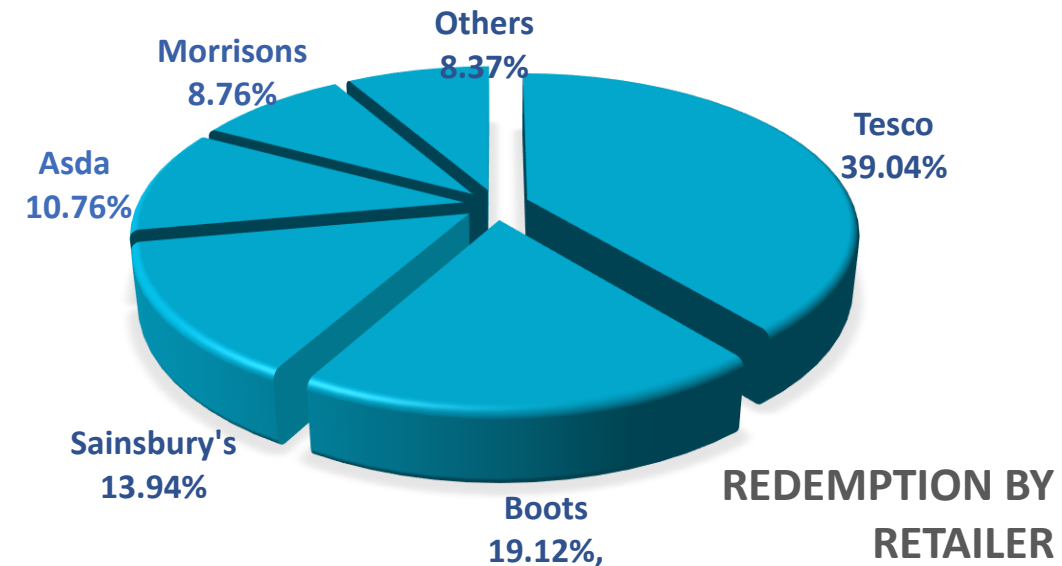
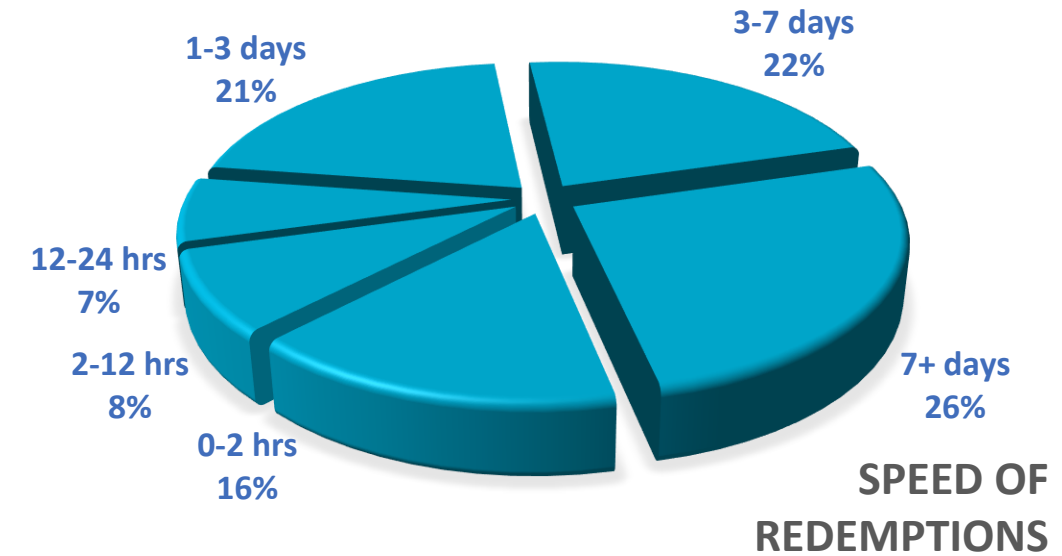
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MECHANIC

Consumers purchased the promotional TENA MEN products and received their money back via Zappit's **super-fast cashback** mechanic, CashbackNow[®] – £4.50 cashback payments made to the consumer in as little as 30 mins. 31% redeemed within 24 hours of receiving their coupon.

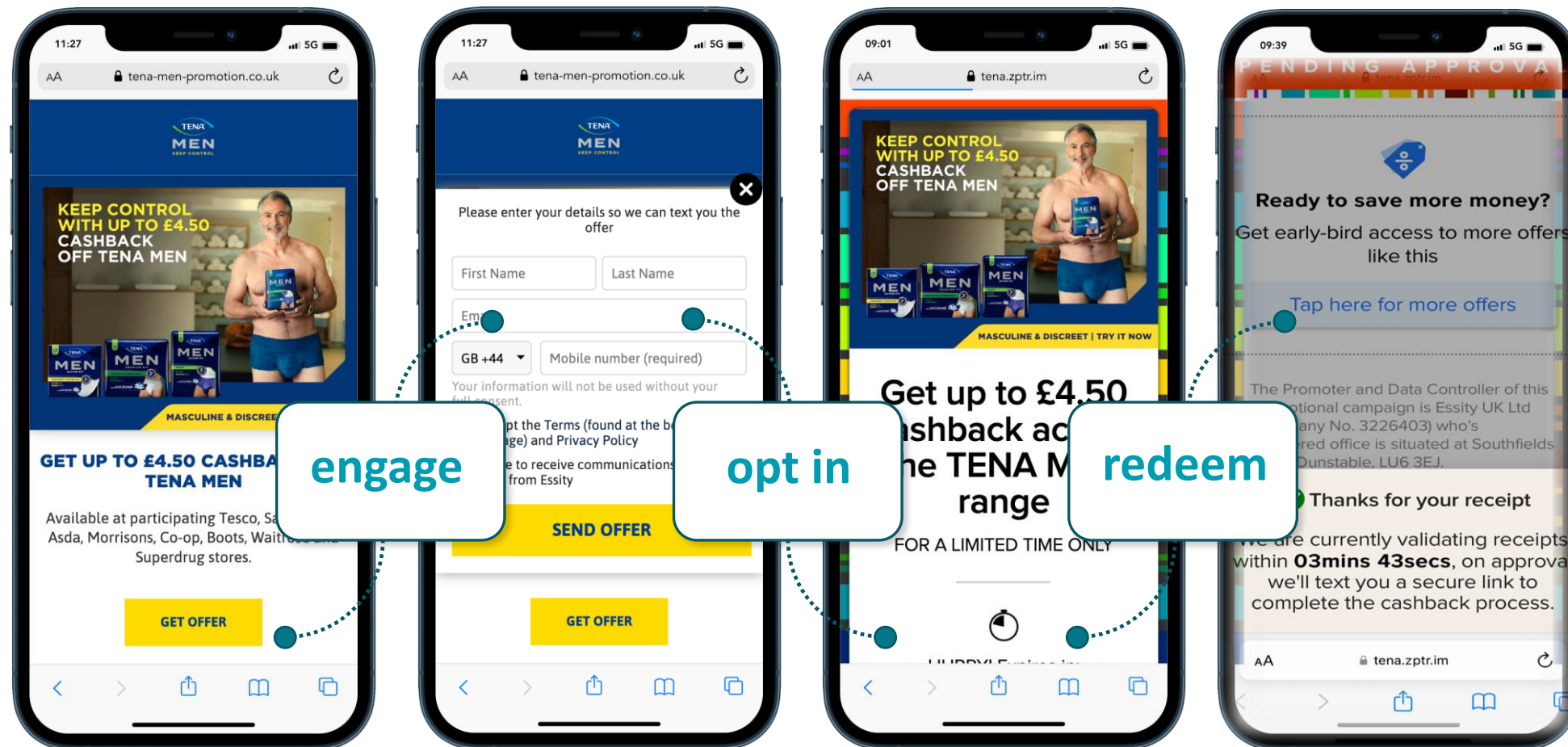
OUTCOME

76% opt-ins and 17.6% total cashback redemption rate, with Tesco delivering 39% and Boots 19%



USER JOURNEY

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



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



SalesTeam@zappit.co