

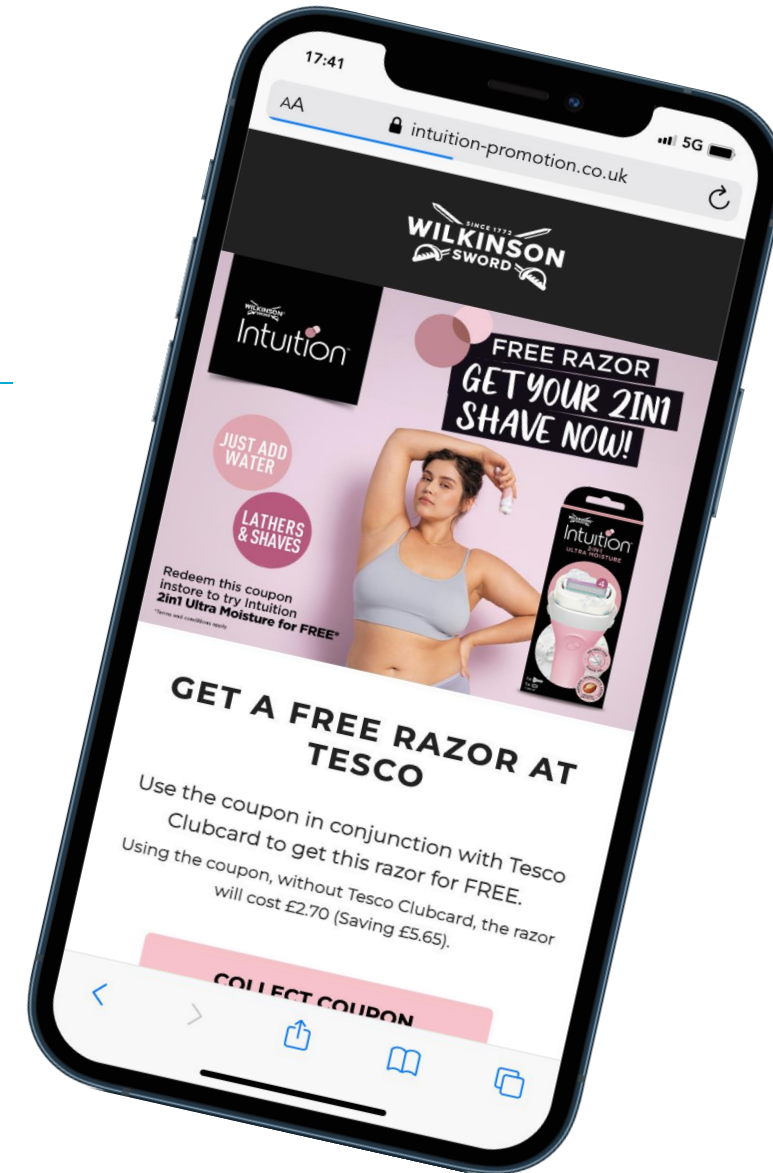
GET A FREE WILKINSON OR INTUITION RAZOR AT TESCO

CAMPAIGN BRIEF

Drive trial and deliver 1PD by building a dual mobile coupon for the Wilkinson Hydro 5 and the Intuition 2in1 Ultra Moisture, ensuring an 'unbeatable', limited-time offer was exclusively available in-store at Tesco

APPROACH

The coupon build enabled the offer to run in conjunction with Tesco's Clubcard scheduled programme allowing the coupon promotion to stack on top of the Clubcard deal, meaning Wilkinson could present the promotion as an unbeatable FREE offer



This campaign supported Clubcard pricing

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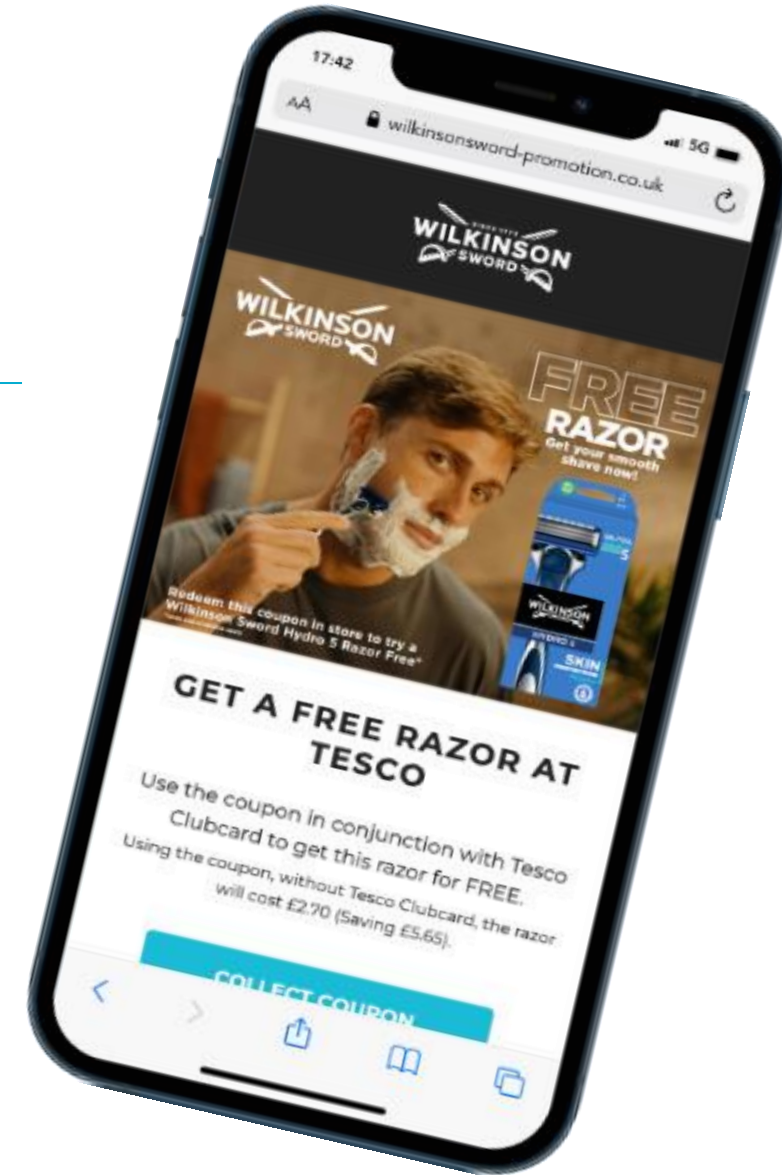
MEDIA

Integrated lead gen with META plus **exclusive** promotion across a Zappit Audience Network platform partner with a reach of 600,000+

OUTCOME

Almost 150,000 landing page uniques with over **60% conversion** to coupon request and close to **20% redemption**.

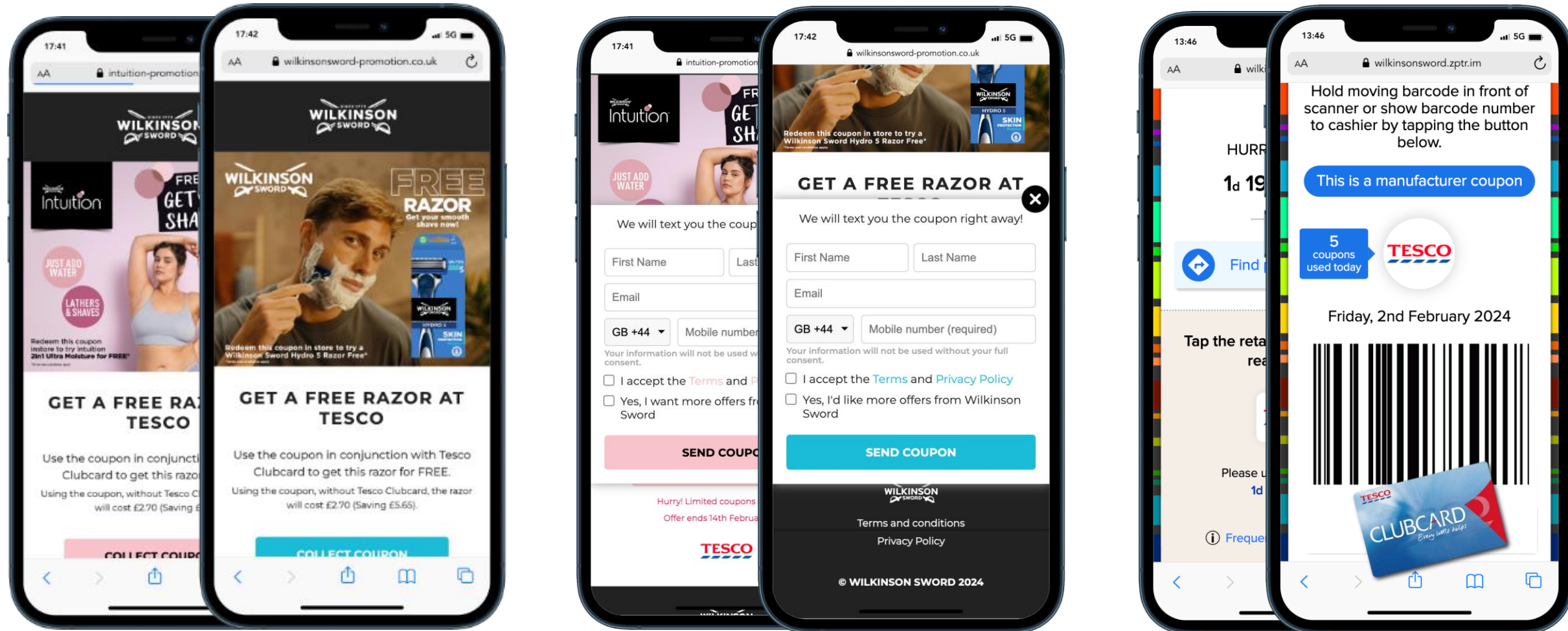
Plus, over 45% coupon request to opt-in conversion, made available for subsequent re-engagement activity



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USER JOURNEY

COUPON REQUEST > 1PD > IN-STORE REDEMPTION



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



SalesTeam@zappit.co