

## CUSTOMER CASE CONSUMER ENGAGEMENT SOLUTIONS



### Digital scan & win campaign

Gained 6,800 registered users thanks to promotion based on unique package connectivity



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#### Customer

A dairy producer in Central America.

#### Challenge

To boost brand awareness and stimulate sales.

#### Solution

A scan and win promotion with our consumer engagement solutions.

#### Results

Gained 6,800 registered users and achieved 12,200 valid scans during the seven-week campaign.

# Customer challenge

A dairy producer in Central America wanted to boost brand awareness and stimulate sales of their imported, high quality ambient white milk.

## Our solution

With our customer engagement solutions, we replaced the alphanumeric codes printed on their packages with our unique data matrix codes. And we supported the customer to execute a seven-week digital scan and win campaign. The company promoted their ambient white milk products, awarding prizes to consumers for each code they scanned with their app.

## Results achieved

Our customer gained 6,800 registered users during the seven-week campaign – which was double the number of consumers the dairy producer hoped to reach with the campaign. Altogether, users scanned the package 22,400 times.



### CUSTOMER CASE CONSUMER ENGAGEMENT SOLUTIONS

**Challenge:** To boost brand awareness and stimulate sales.

**Solution:** A scan and win promotion with our consumer engagement solutions.

**6 800**  
users

**1.8**  
average scans per users

**12 200**  
valid scans