

Building a promotional campaign from top to bottom: Pyrotec's total service offering

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Pyrotec PackMedia prides itself on its 360° below-the-line promotional campaign solutions which range from multi-functional on-pack devices to alluring SMS competitions. Esona, a boutique winery based in Robertson, is stretching the limits of this top-to-bottom approach through an interactive promotional campaign which takes advantage of Pyrotec's full service offering.



Pyrotec PackMedia assists brands to build awareness by boosting activity across their social media platforms, thus increasing sales. Pyrotec PackMedia's below-the-line approach incorporates integrated on-pack and SMS promotions, driven by brand's social media channels.

Esona teamed up with RIEDEL Glass to offer customers a chance to win a weekly prize of three Esona wines (Sauvignon Blanc, Chardonnay and a Shiraz) and a starter pack of RIEDEL glasses.

Pyrotec PackMedia's Protag with a Fix-a-Form attached locks onto the Esona bottle neck. This provides sufficient space for the competition, terms and conditions and upon purchase of the wine users can open

the leaflet which displays a unique code. The entry mechanic stipulates that the entrant has to answer a question posted on Esona's Facebook page (which they can visit by scanning the QR code on the Protag and bottle) thereby driving interaction with the brand. Entrants are required to SMS the answer, their details and the unique code to the given SMS number. Of course, the added benefit of the user engagement with the brand's Facebook page and the SMS entry mechanic is the accumulation of a database that can be targeted for future promotions or used for market research purposes.

Pyrotec PackMedia's full service offering provides the tools and support required to run an on-pack promotion with a comprehensive range of solutions that allows customers to gain the maximum benefit from their campaigns.

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Pyrotec



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