

Gearing up for the Cycle Tour Goodie Bags

Issued by [Samantha du Plessis](#) 26 Feb 2010

It's cycle season and Cape Town's roads are buzzing with Lycra-clad cyclists in all shapes and sizes, straining and training in preparation for the Cape Argus Pick n Pay Cycle Tour taking place on 14th March.



MCM have been gearing up for the event too. They are putting together 40,000 Goodie Bags for the competitors and each hefty bag is jam-packed with handy product samples. MCM's CEO Monica Childs explains: "The Goodie Bag concept is a simple one. Aimed at the participants of specific sports events, the Goodie Bag provides the perfect vehicle for low cost sampling directly to a highly targeted market segment."

This year's Goodie Bag is the biggest and best yet, with some of SA's leading companies and brands on board including Colgate-Palmolive, Unilever, Indigo Cosmetics, Clicks, Snickers, Mentholatum, Condé Nast, Nampak, Supermax, Westfalia Fruit Products, PVM Nutritional Sciences, Oceana Brands, Hollard Insurance, African Extracts, Sunglass Hut, Kirstenbosch, Panarotti's, and Pick n Pay. In total, MCM is packing over R1 million worth of products in their bags.

In using Goodie Bags, companies and event participants benefit not only from brand exposure and product trial, but they are also supporting local non-profit organisations. Cape Town based event bags are packed for Alta Du Toit Nasorg, a facility for adults with intellectual disabilities. The Bags are gender specific so clients can choose to tailor their product sampling. For this year's Cape Argus Pick n Pay Cycle Tour they're packing 10,000 female and 30,000 male bags.

Another perk is the post campaign feedback MCM provides. Event participants are encouraged to go online and rate the products they've tried. Monica continues: "This feedback is invaluable to clients launching new products or those who wish to gain a better understanding of what consumers think of their products. Last year, a 12% survey redemption was achieved from a pool of 40,000 cyclists and we expect an even better redemption rate this year."

MCM is the sole distributor of the Goodie Bag at most major national sporting events, including the Cape Argus Pick n Pay Cycle Tour, the Old Mutual Two Oceans Marathon, the Comrades Marathon, the Momentum 94.7 Cycle Challenge, the Discovery 702 Walk the Talk, and many more. The next big event is the Old Mutual Two Oceans Marathon taking place on the 3rd April. For product sample, sachet or pamphlet inserts into the Goodie Bag call 0217613355, email or visit www.goodiebag.co.za.

For more, visit: <https://www.bizcommunity.com>