

Lunch Bar promotion excited 1.1 million South Africans

The recent Lunch Bar on-pack promotion, which gave consumers a chance to win their share of R500 000 in cash prizes, exceeded the company's target of 1 million entries, with 1.1 million entering since March 2013. 100 winners shared the cash.



"The promotion has been a great success and exceeded our expectations, delivering results in line with the brand's promise of 'Much, much more'. We are thrilled with the number of entries received and we are very happy to have given consumers the chance to win their share of such a mammoth cash prize," says Andre Fell, Kraft Foods senior brand manager: chocolate bars.

High-impact in store displays, a television commercial and national radio spots supported the promotion. For more information on the promotion, go to www.lunchbar.co.za.

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