

## Mobile coupon boosts Tanqueray sales 500%

Tanqueray London Dry Gin's sales went up by over 500% at Col'Cacchio pizza restaurants, using a mobile coupon-based campaign offered by wiGroup's platform, wiPlatform.

"It was a very successful campaign," says Tanqueray brand manager Kate Mederer of brandhouse. "The brand wanted to encourage consumers to consider it as their first drink of the evening. We decided to use mobile coupons to offer a R20 discount on their meal to Col'Cacchio consumers who ordered a gin and tonic or similar gin based drink."



### Easy to use

Mederer said making the mobile coupons easy to use for both consumer and waitrons was key to the campaign's success. "For the consumer, getting their coupon was a simple matter of SMSing a short code printed on placemats and posters. We had a high redemption rate of 84%, which tells us that the technology worked and was easy to use."

For waitrons, the process was equally easy at the till. "Because the wiGroup system is integrated with the point of sale software at Col'Cacchio, all the waitron had to do was enter the customer's coupon code at the till to get instant validation of the discount - and an automatic check that there really was a Tanqueray product in the basket. It was accurate and easy to use."

### High risk

The fact that wiPlatform is integrated with the POS not only made sales easy, it also meant the campaign team could get detailed real-time information: "Everything was measurable," says Mederer. "We could break sales down easily by day of the week and month, time of day and types of drink ordered. This was all invaluable feedback for the brand."

The campaign was high-risk. "If any of the technical links had broken, it would have generated bad publicity. For example, if a code did not arrive in response to an SMS, or the waitron did not know how to process it or the deduction did not go through at the till, the consumer irritation would have spread at Internet speed. However, everything worked very smoothly and the waitrons were trained to assist in a very smooth execution. We were fortunate to have a customer and partner like the chain that allowed us to integrate this into its stores. This was not only a first for Tanqueray, but for Col'Cacchio too. The wiGroup platform really proved its worth," she concludes.