



Magnum Gold Class



www.magnumgoldclass.com.au

"For Unilever to be at the top of its game in digital marketing, we needed Traction"

*Amanda Smith
 Head of New Media and Marketing Services
 Unilever*

For more information please visit the Traction website at www.tractionplatform.com.au

To discuss how traction may serve your specific needs, please contact us on +61 2 9024 2676 or email contact@tractionplatform.com

Unique brand leveraging campaign

The Magnum Gold Class campaign was a unique brand leveraging opportunity and a prime example of MassMedia's Traction platform in action.

Objectives:

- Drive brand engagement & experience.
- Increase retail sales.
- Build a customer database.

Solution:

Unilever used MassMedia's relationship marketing platform, Traction to implement the campaign functionality, taking advantage of its unique targeting and intelligent data gathering capabilities.

The promotion offered consumers a free upgrade to Gold Class cinema with the purchase of any individual Magnum ice cream, which was redeemable at any Greater Union, Village or Birch Carroll & Coyle cinema. Customers had to enter the barcode of a specially marked Magnum ice cream wrapper online to download the upgrade voucher. The site created new customer profiles and updated existing ones.

Outcome:

The promotion attracted over 240,000 entries and built a valuable database of information for Unilever.

At the heart of the promotion was a campaign microsite that served as a destination for consumers to engage with the brand and be entertained with various game based activities.

A mobile site was developed with Traction managing:

- Inbound and outbound sms.
- Registration for email.
- Competition and survey responses
- WAP push.

Clear calls to action on TVC's, print and outdoor advertising encouraged consumers to respond via digital channels where Traction tracked all interactions.