



Who for: Benecol

What for: Celebrating 25 Years of Benecol in association with National Cholesterol Week

Where: In retailer magazines (Tesco, Asda, Sainsburys, Morrisons and Ocado) and online

What we did:

Benecol were looking for a way to celebrate their 25th anniversary by giving away a headline “hero” foodie themed prize and 25 runner up prizes that promoted getting outdoors. They were interested in a text2win campaign that made it simple for shoppers to enter.

Cloud Nine presented a variety of unique Michelin star dining experiences, twinned with an overnight hotel stay at a UK city of choice, making the prize very flexible. 25 runners up received a National Trust Giftcard to the value of an annual joint membership – allowing 12 months unlimited access to all National Trust sites. Cloud Nine negotiated brand approval with the National Trust as well as providing suitable imagery to accompany the prize.

The text2win element was set up and managed by Cloud Nine in-house, saving the client money and the hassle of outsourcing this to another third party. Cloud Nine set up a bounce back text from Benecol prompting shoppers to purchase another Benecol product in order to enter the competition again, driving sales and increasing brand loyalty.

The result - 26 happy winners, increased sales and brand loyalty!



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