

# PROMO



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## Ostrich brain size?

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Did you know that an ostrich's brain is smaller than its eye? That's just one of the interesting facts you never knew you wanted to know that can be discovered under the caps of Snapple beverages this summer in a close to \$1 million continuity promotion aimed at engaging consumers and driving repeat sales. Drinkers may also find out — by looking under the cap and then watching a drawing on TV — that they have won such prizes as a behind the scenes tour of New York City replete with helicopter rides, Yankee games and a look at an abandoned subway.

Participants play the collect, watch, match and win game called Snaffle by taking a peek under the caps of 225 million participating Snapple beverages to find a code linked to the fun fact. Then, through an added value deal with a ViacomPlus media buy, a drawing is held over most of its stations every Wednesday night at 10 p.m. to announce the winning combination of numbers. Winning numbers can also be found at [Snapple.com](http://Snapple.com).

“This is a great way of rewarding customers' loyalty to the Snapple brand,” says Maura Mottolese, VP-marketing, for Snapple.

During each of the 12 weeks of the promotional period, which began in May and ends in August, three prizes will be awarded including the Super Snaffle prize, which players win by matching all four caps in a combination. Participants are encouraged to keep their caps since their numbers could come up as winners at anytime during the campaign.

Other prizes include a trip for two to an MTV event, a walk-on role on Spike TV's game show *Oblivious* and a weeklong trip for two Down Under with surfing lessons and \$1,000 in cash.

“We want to bring new drinkers into the franchise and have a promotion that our loyalists will enjoy as well,” says Marke Rubenstein, executive VP-director of promotions for Deutsch, New York, which has worked with Snapple for the last seven years.

As part of the promotion, Snapple is venturing into text messaging via a partnership with TM service Enpocket. Messages promoting Snaffle will be sent to 25,000 18-to-24 year olds, Snapple's target audience. If they choose to opt-in, they receive weekly text messages with the week's winning numbers.

Snapple also maximized partnerships to stretch marketing dollars and keep the budget under \$1 million. For example, Nokia provided prizing and in turn Snapple included the Nokia name and prize products in its advertising.

“There's an obvious value for Nokia because we're talking to the same audience — that 18-24 year old sweet spot — and in turn we're delivering a very relevant prize to our market,” Mottolese says.

Four new 30-second TV spots also support as well as radio and out-of-home components. In-store POS materials hit retailers in May and run through September. A dedicated Web site explains the promotion and “local Snaffles” or charity events are part of a p.r. overlay. Per its deal with Viacom Plus, media placements will appear on [MTV.com](http://MTV.com) and other Viacom Web sites.

Snapple, in the past, has favored and had its own luck with instant-win games, but this promotion plays on the success of Snapple's first continuity program, the Snapple Yard Sale, held last summer. In that promotion participants collected caps to win quirky prizes like shower curtains, poker chips and other stuff. More than 3 million caps were redeemed and 1 million unique visitors logged on to [Snapple.com](http://Snapple.com).

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## MAYBELLINE'S MUSICAL MAKEOVER

Maybelline New York is about to hit the road, touting its new name — “New York” was added last year — and its line of cosmetics as way cool, with an urban edge.

The cosmetics maker has signed as the exclusive presenter of The Chicks with Attitude summer music tour, which kicks off next month, featuring Indie rocker Liz Phair along with female artists The Cardigans, Katy Rose and Charlotte Martin. Young women can indulge in professional makeovers before the concerts and receive product giveaways after the concert ends. The 18-city tour kicks off Aug. 4 at the House of Blues in Chicago and ends Sept. 3 at the 9:30 Club in Washington, DC.

The tour, which targets 18-24 year olds, is part of a much larger integrated campaign to rebrand Maybelline under its new name. The campaign includes a sweepstakes, in-store promotions that tie the concert series in with regional retailers, TV and print ads, radio, giveaways and other promotions.

The Chicks with Attitude sweepstakes began June 1 and ends July 31. It dangles a grand-prize trip for two to New York City, with VIP concert tickets a makeup collection, a digital camera and \$500 in cash. Nine first-place winners get regional meet-and-greet concert tickets and the makeup; 90 second-place prizes are general admission concert tickets and the makeup and 500 third place prizes hand out the makeup collection. A Web site, [ChickswithAttitude.com](http://ChickswithAttitude.com) supports.

The concerts, which may become part of the 2005 marketing mix, are co-produced by Monarch Entertainment Group, Los Angeles and House of Blues.

“We're the adrenaline rush for their marketing initiatives,” says Joseph Bongiovi, president of Monarch Entertainment.

— *Patricia Odell*

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