

IAB Netcafé - Successful Case Studies

19 October 2006

www.iab-belgium.be



Panos - OX2 : Click & Win Offline & Online integration

November 2005 - Case Study



> SUMMARY

OBJECTIVES

CONCEPT

ONLINE PROD

OFFLINE PROD

LAUNCH &

RESULTS

MIX RESULTS

CONCLUSIONS

YEAR AFTER?

01. Campaign Objectives

01. Campaign Concept

04. Online Campaign

- What was produced
- Logo
- Layout
- eCoupons
- Animations

05. Offline Campaign

- Franchiser's explanations
- POS promotions
- POS management

06. Launch & Results

- Some figures
- Some Web Analytics
- Referrals
- Viral effect

07. Online & Offline Results

- eCoupons
- Demographics
- Game steps
- Some interesting points

08. Conclusions

09. The year after...



From information Technology
to Communication

Campaign objectives



Direct:

- 01. Launch Website www.panos.be
- 02. Generate a clients DB of 20.000 qualified emails
- 03. Drive traffic from POS towards www.panos.be
- 03. Drive traffic from www.panos.be [towards POS](#) (Customer aquisition)

Long Term:

- 01. Loyalty
- 02. Allow more cost effective campaigns
- 03. Launch new services (eCommerce)

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From information Technology
to Communication

Campaign Concept



Game concept inspired 'Who wants to be a millionaire'

Character that asks questions
 Multiple choice questions (60 questions pool)
 All answers to the questions in the Website
 4 steps
 Direct prizes when a step reached (except 4th)
 4th step a trip to Kenya with Thomas Cook
 1 Joker per game (answers the question)
 To get the Joker: 3 referrals --> Viral
 When prize selected: online form
 Unique PDF eCoupon link sent through email
 Exchange the eCoupon within 7 days in selected Panos

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From information Technology
to Communication

Campaign Concept



Key advantages

- No complicated rules (accessible)
- Questions about Panos & Website (branding)
- Joker possible (viral)
- Easy to change/adapt questions (reuse)
- Form to get the prize (quality data)
- POS exchange of 1 good (Cross Selling)

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From information Technology
to Communication

Online Campaign



What was produced?

01. Online Flash Game

Logo

Character

Shop & lay-out

General Lay-out

Animations

02. eCouponing Module

eCouponing System in our CMS OniSystem

Fraud Prevention

eCoupon Layout

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From information Technology
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Online Campaign



Shop lay-out inspiration



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From information Technology
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Shop layout first draft



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From information Technology
to Communication

Online Campaign



Final layout: General view



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From information Technology
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Online Campaign



Final layout: Zoom-in



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From information Technology
to Communication

Online Campaign



Final layout: Rules explanation



Bienvenue sur CLICK & WIN !

Text may be produced in any typeface , at whatever size and format is required . Para- graphs may be long or short.

Texts can be produced to complete an area, as the basic copy is simply repeated .

This is dummy text. It is intended to be read but has no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or the brain .

Text may be produced in any typeface , at whatever size and format is required . Para- graphs may be long or short.

Texts can be produced to complete an area, as the basic copy is simply repeated .

JOUER !

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WebAnalytics.be



OniSystem 3.0

The eMarketing Platform





From information Technology
to Communication

Online Campaign



Final layout: Explanation, steps, prizes, questions, ...



Vous êtes actuellement à la 3^{ème} question du 2^{ème} palier.
Si vous répondez correctement maintenant vous passerez au palier supérieur et serez assuré de gagner un **Menu Panos** !

Question : 4 / 12
Palier : 2 / 4

4. Combien de sortes de gâteaux d'anniversaire sont proposés par Panos ?

- 1
- 2
- 3

JOKER

Règles du jeu à Spa - Gagnez un voyage pour deux personnes all - inclu

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From information Technology
to Communication

Online Campaign



Final layout: Answer confirmation



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Règles du jeu

à Spa - Gagnez un voyage pour deux personnes all - inclu



From information Technology
to Communication

Online Campaign



Final layout: Joker



CLICK & WIN!
www.PANOS.be

Pour pouvoir bénéficier de votre JOKER veuillez entrer 3 adresses e-mail valables !

-
-
-

Etes-vous vraiment certain ?

Règles du jeu à Spa - Gagnez un voyage pour deux personnes all - inclu

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From information Technology
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Final layout: Correct step



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BRAVO ! Vous avez gagné une BOISSON !

Vous pouvez dès maintenant continuer à jouer pour essayer de décrocher un meilleur prix et peut être participer au tirage au sort du grand voyage, ou alors arrêter ici et imprimer votre bon !

Je désire continuer à jouer !
 >>> CONTINUER! <<<<

Je désire imprimer mon bon !
 Imprimer mon bon

Règles du jeu à Spa - Gagnez un voyage pour deux personnes all - inclu



From information Technology
to Communication

Online Campaign



Final layout: Failed step



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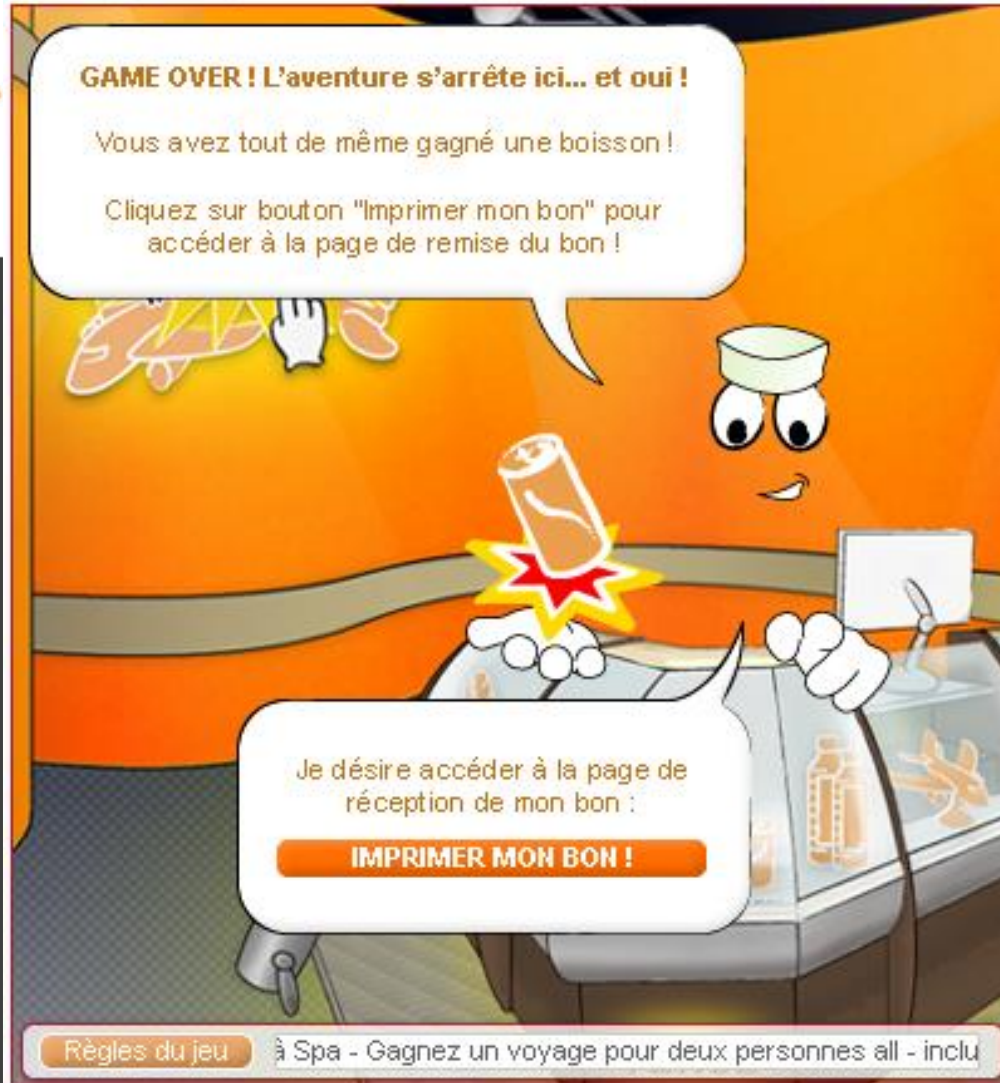
LAUNCH &

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From information Technology
to Communication

Online Campaign



eCoupons



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**Bon pour une couque au chocolat ou un croissant
GRATUIT - valable jusqu'au 07/12/2005**

**Bon valable uniquement pour THOMAS DUSART, jusqu'au 07/12/2005.
Action sans obligation d'achat. Un seul bon par personne.**

code anti-fraude: **459627**

Panos Rail, Gare Bruxelles Midi



e.r: Anthony Vanherpe - Deli NV - J. Cardijnstraat 52 - 9420 Erpe Mere



From information Technology
to Communication

Offline Campaign



Franchisers' explanations



POS Material distributed to Franchisers

Document explaining game

Notebook to check the eCoupons codes

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From information Technology
to Communication

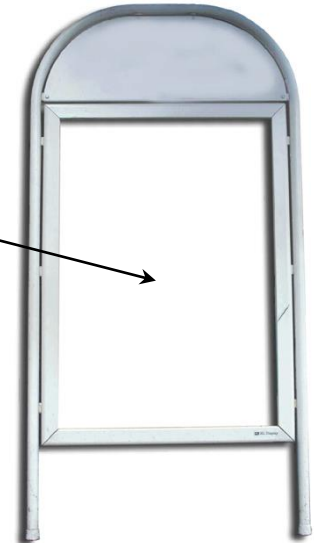
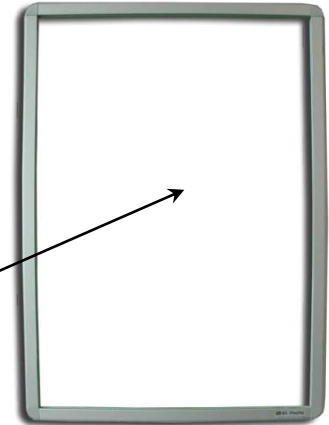
Offline Campaign



POS promotion



Doe mee en uw broodje is gebakken!



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OniSystem 3.0
The eMarketing Platform





From information Technology
to Communication

Offline Campaign



POS promotion



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Launch & Results



From information Technology
to Communication

Launch & Results



Launch 1st of November 2005

Expected end: 30th of November (real 18th)

Questions changed during contest (blog)

Website visits trend:

SUMMARY

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OFFLINE PROD

> LAUNCH &

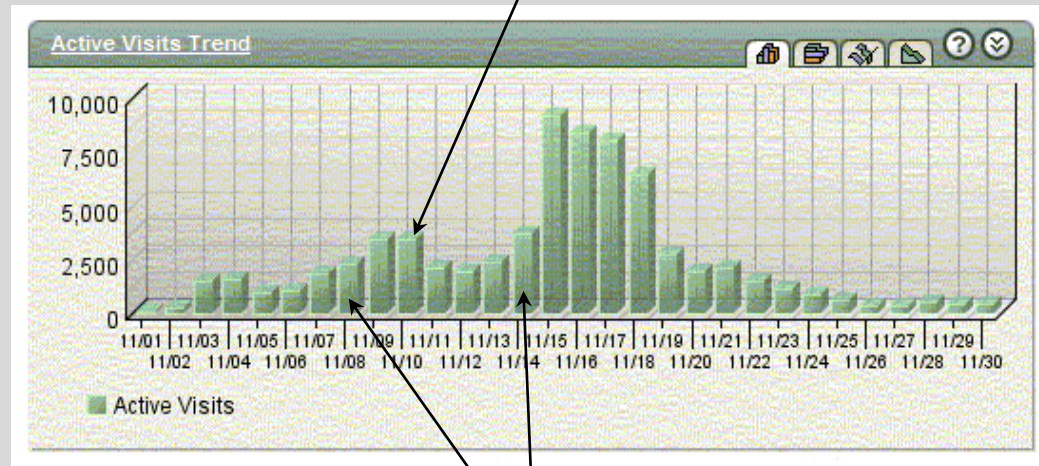
RESULTS

MIX RESULTS

CONCLUSIONS

YEAR AFTER?

Questions changed



Answers published in a forum/blog



From information Technology
to Communication

Launch & Results



Some figures



- # Visits: 58.627
- # Unique visitors: N/A
- # Page views: 1.057.769 (58.764/day) 16/11 : 155.071
- # Games: 109.024
- # Games/sent eCoupons: 2,6
- # Referral visits: 16.024
- # Search engines referrals: 8.475
- # eCoupons sent: 41.701
- # eCoupons printed: 35.319
- # eCoupons exchanged in POS: 20.659 (58,9% - 158/POS)
- # eCoupon frauds: 189 (-2/POS)
- Maximum queues: 100m @ Leuven

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From information Technology
to Communication

Launch & Results



Some Web Analytics (Top pages)



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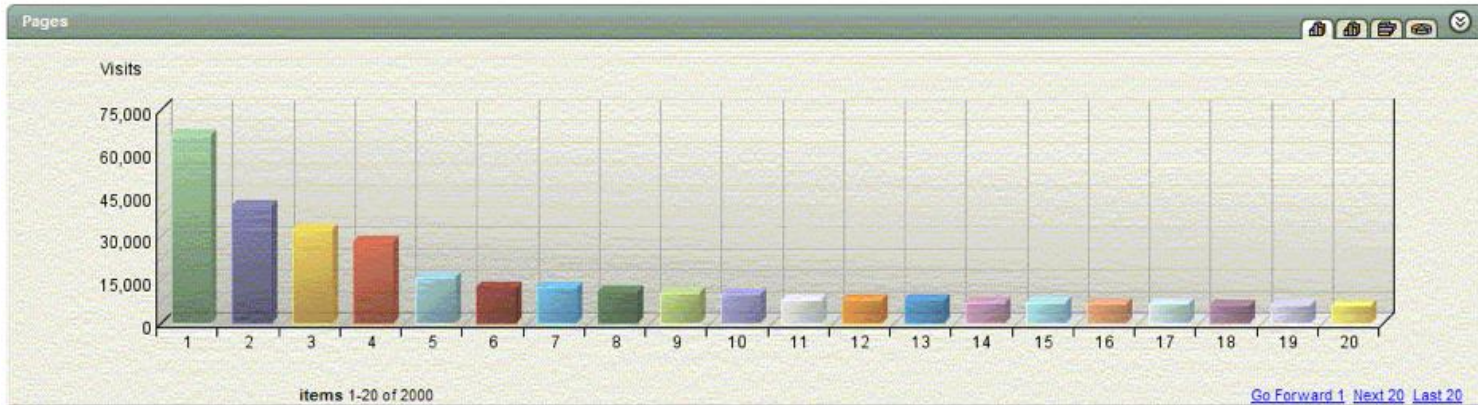
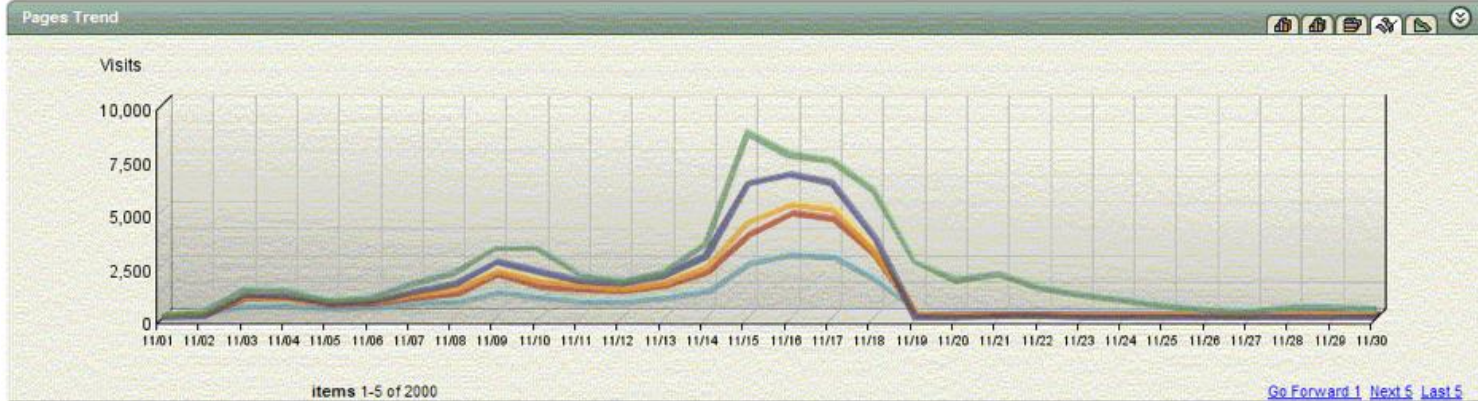
> LAUNCH &

RESULTS

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1. Panos HP
2. Rules + Step 1
3. Step 2
4. Step 3
5. Win Step 3
6. Step 4



From information Technology
to Communication

Launch & Results

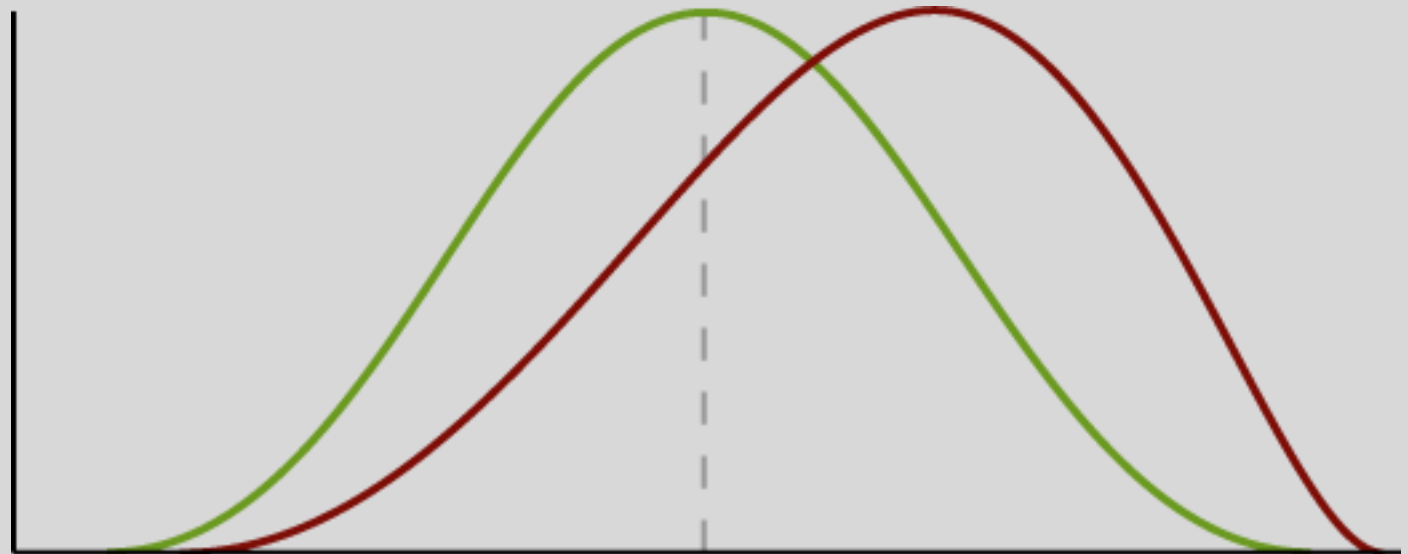


Some Web Analytics (Visit duration)

Median visit duration Oct05 : 2:23min

Median visit duration Nov05 : 10:19min

Why Median?



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From information Technology
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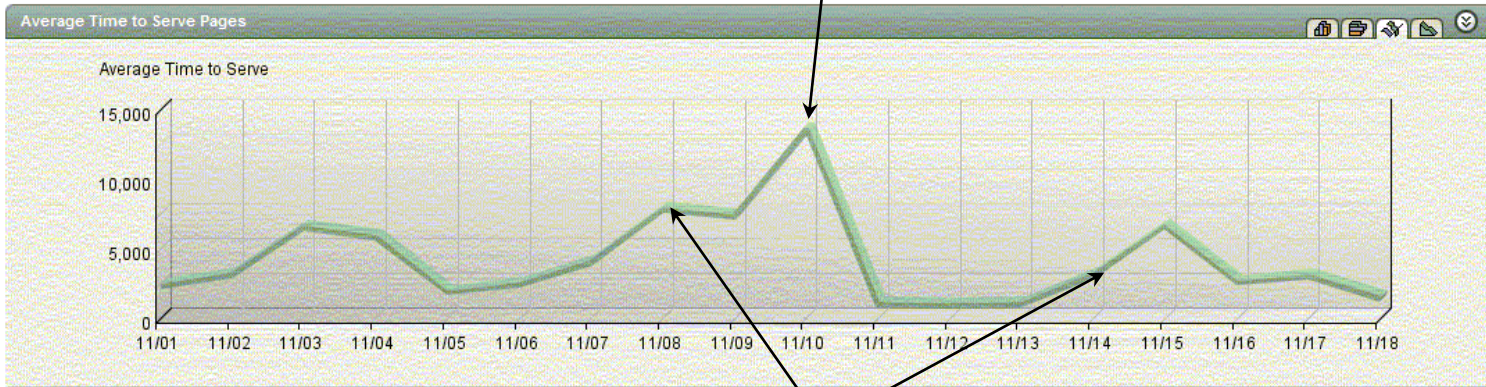
Launch & Results



Some Web Analytics (Average time to serve pages)



New server added



Answers published in a forum/blog

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From information Technology
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Launch & Results



Where did they declare to come from?



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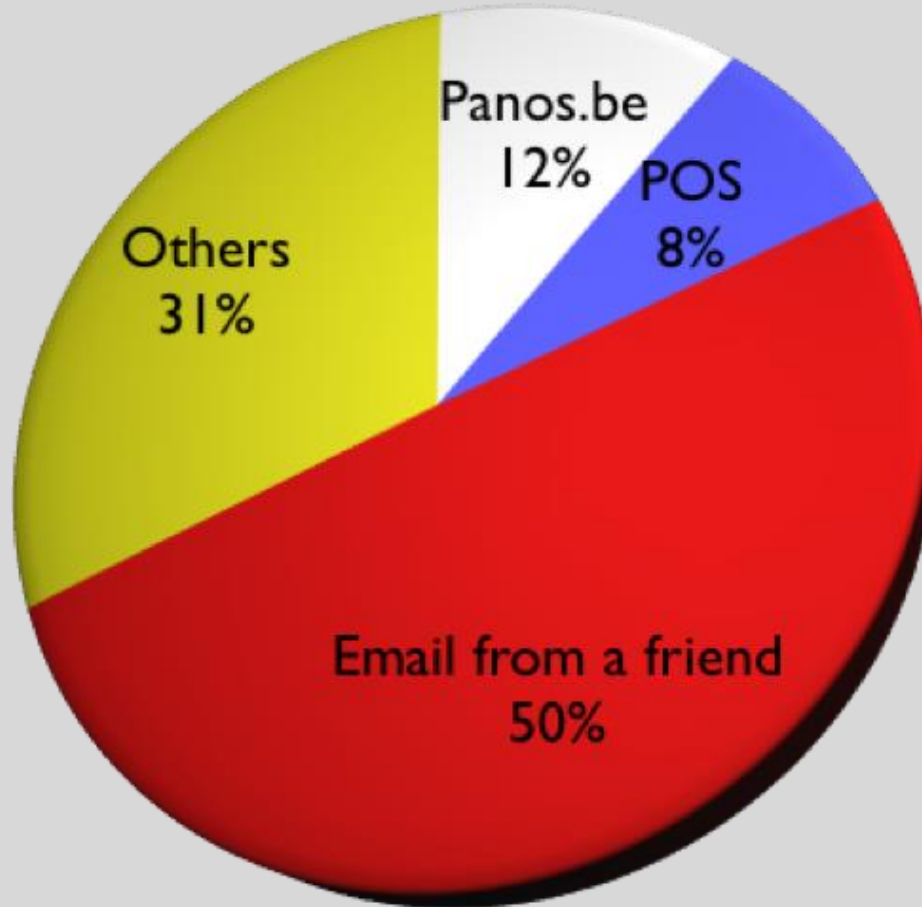
> LAUNCH &

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MIX RESULTS

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From information Technology
to Communication

Viral Effect



Over 50 Websites, Blogs & Forums DETECTED DRIVING 16.024 VISITS

Head of the tail less than 50% of visits:

www.zattevrienden.be : 4.428 visits

<http://gratizforum.emseli.be> : 1.465 visits

www.babylon.student.kuleven.ac.be : 646 visits

<http://games.telenet.be> : 534 visits

www.winprijzen.be : 303 visits

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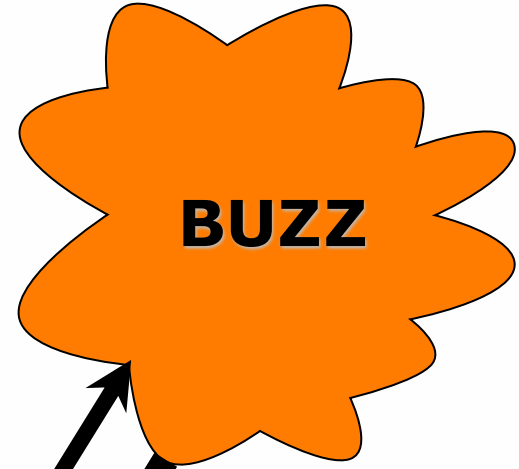
CONCLUSIONS

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From information Technology
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Viral Effect



- SUMMARY
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From information Technology
to Communication

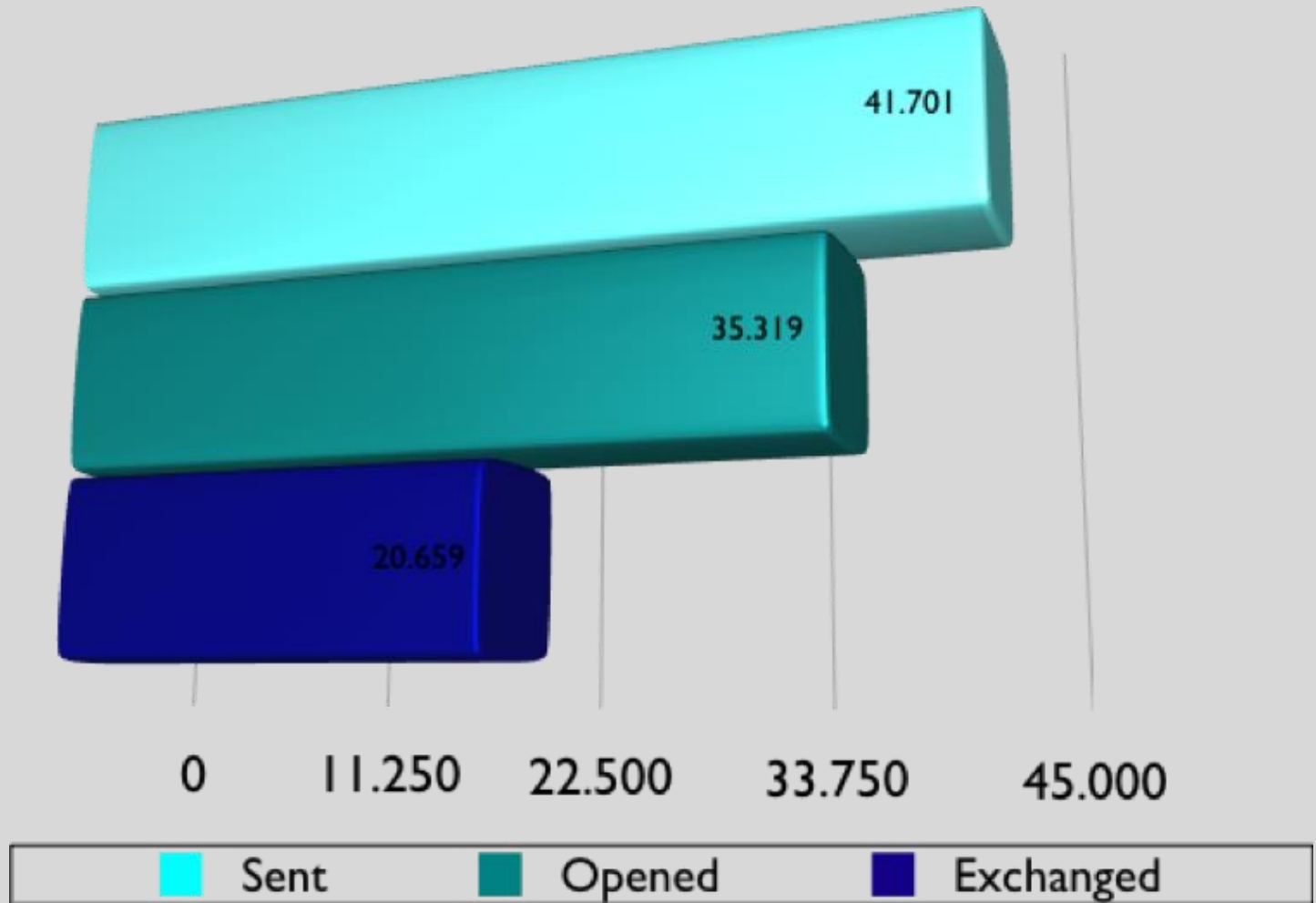
Online & Offline Results



eCoupons Sent, Opened & Exchanged



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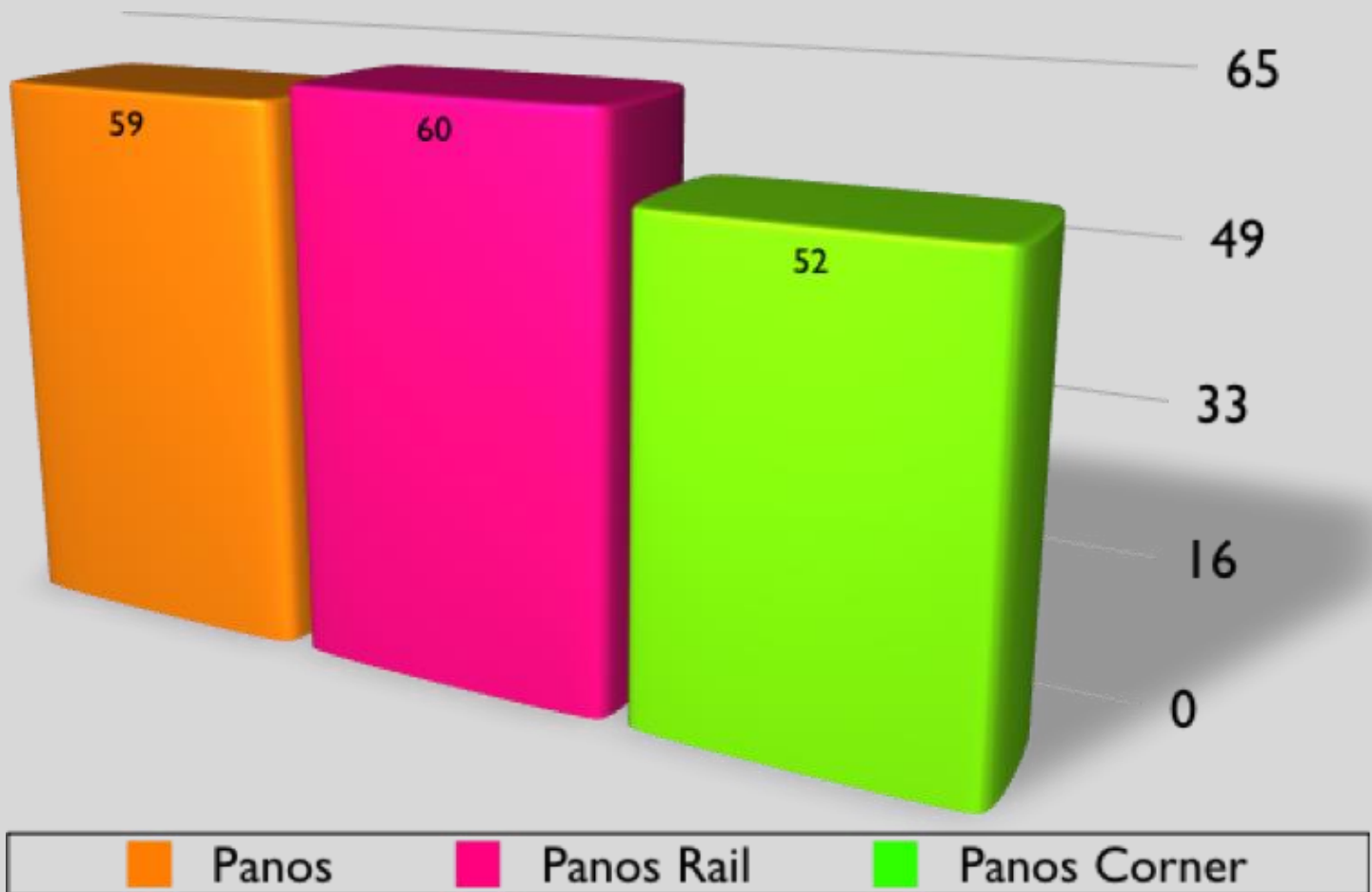


From information Technology
to Communication

Online & Offline Results



% of eCoupons exchanged by type of POS



- SUMMARY
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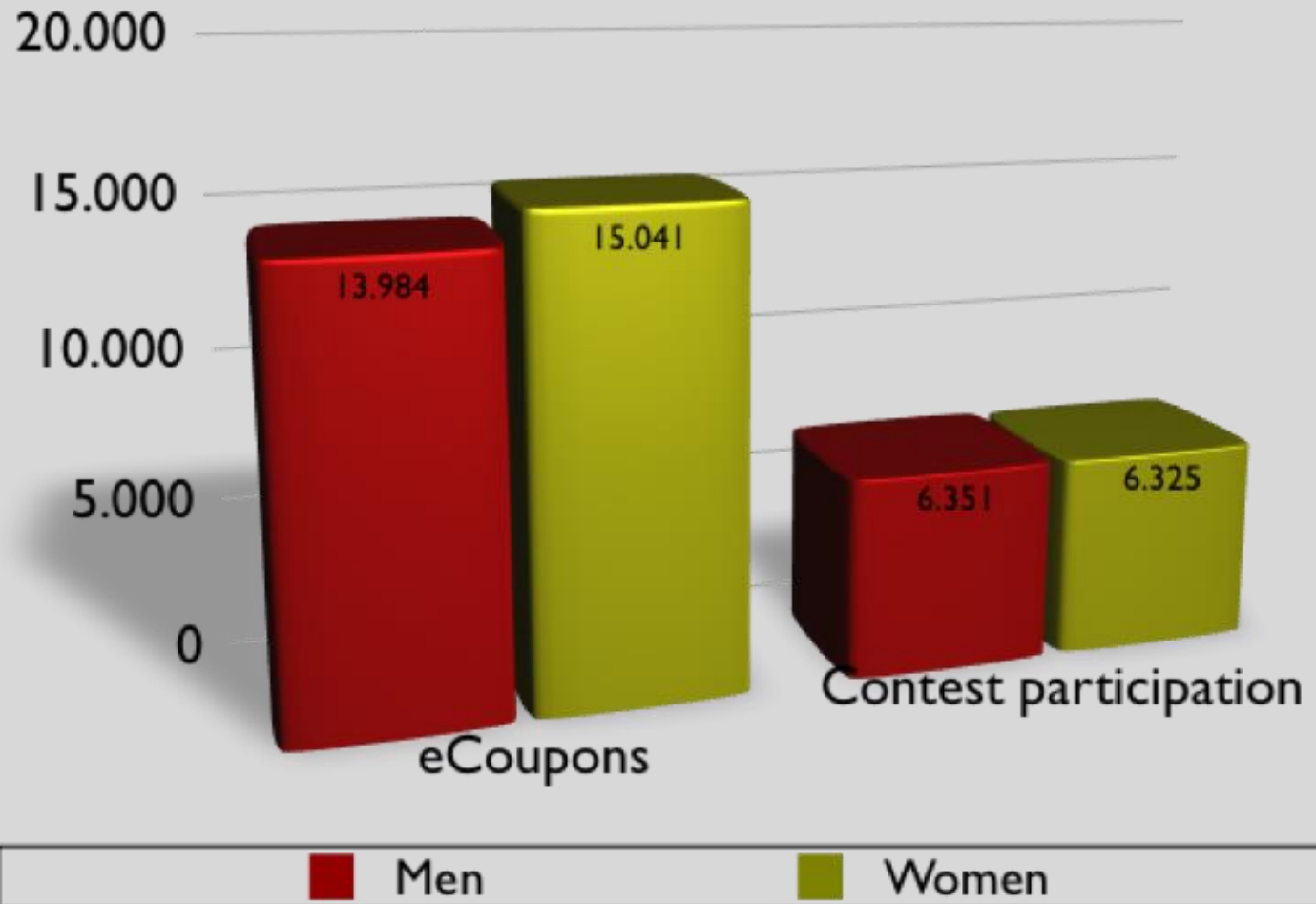


From information Technology
to Communication

Online & Offline Results



Gender (eCoupons vs contest participation)



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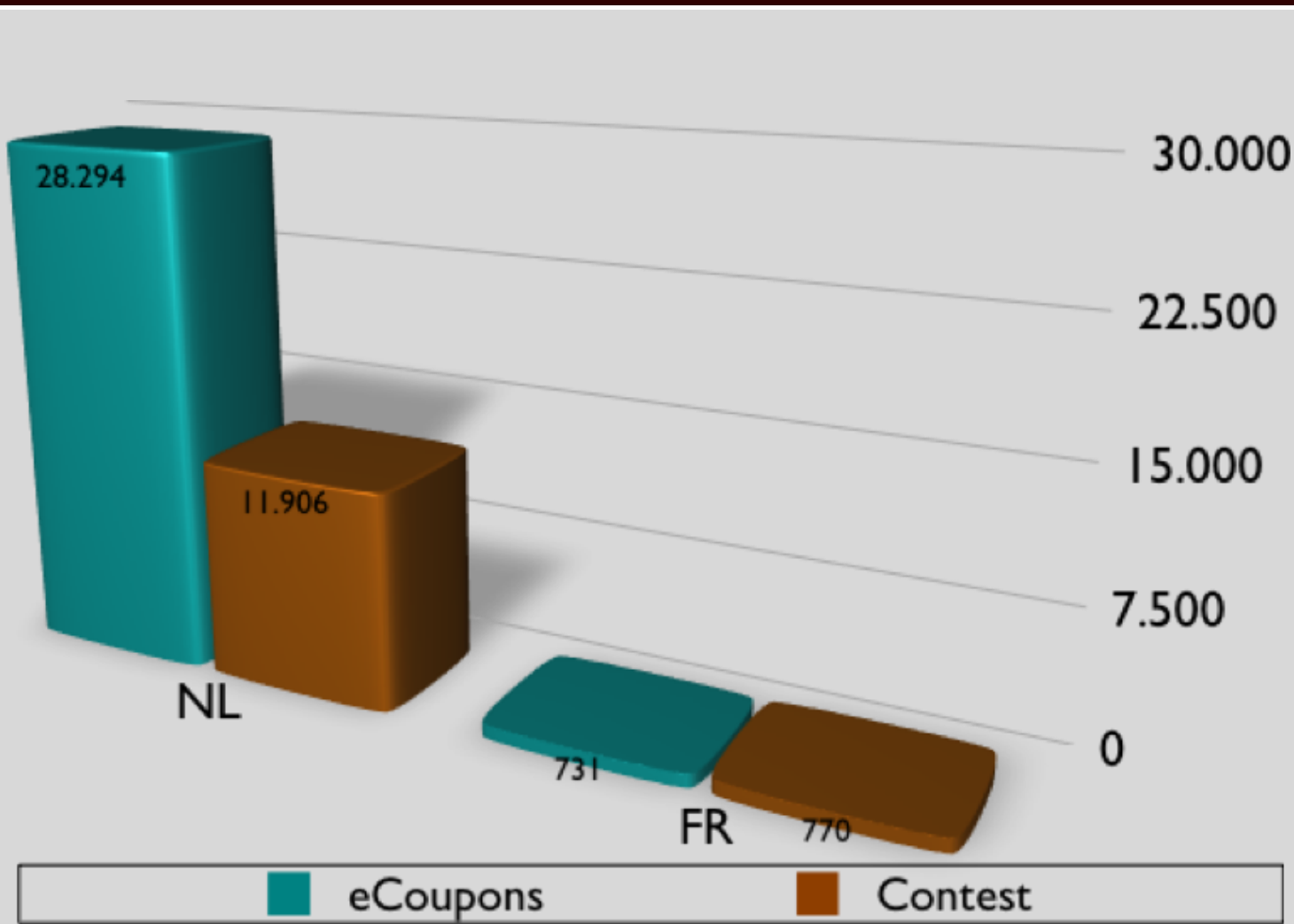


From information Technology
to Communication

Online & Offline Results



Languages (eCoupons vs contest)



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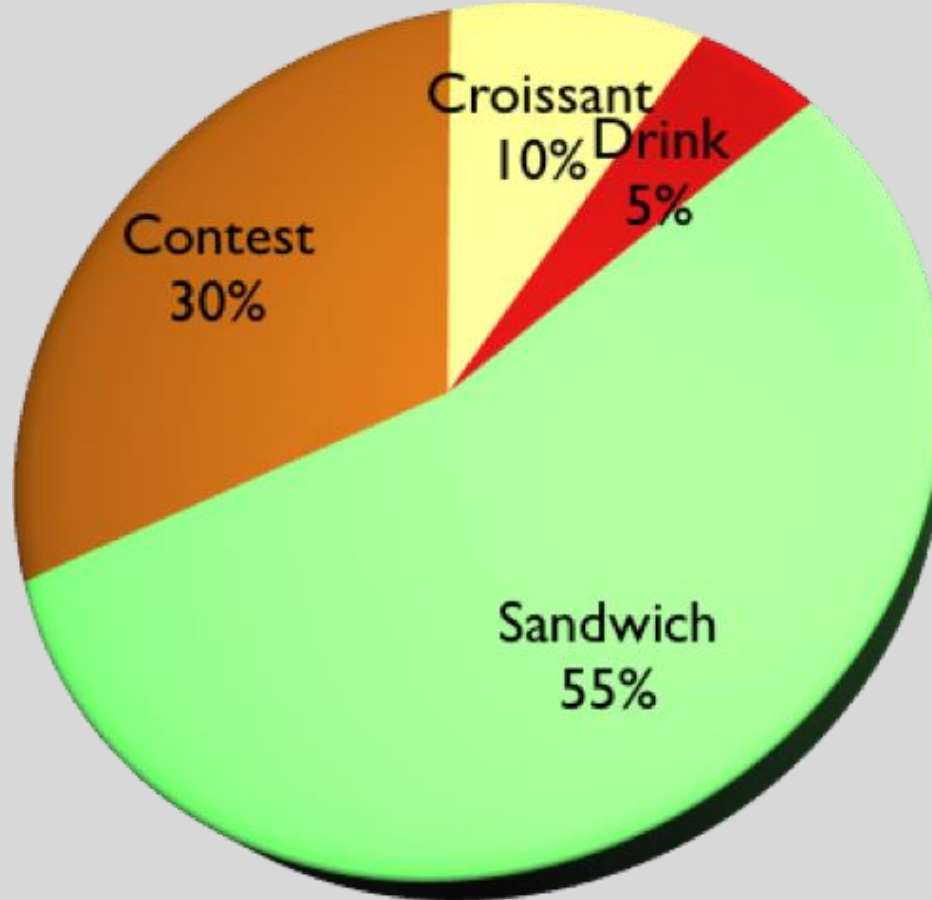


From information Technology
to Communication

Online & Offline Results



Steps reached (prizes won)



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From information Technology
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Online & Offline Results



Some interesting points

Fraud less than 1%

Google used to find the answers

Publishing of answers found thanks to Web Analytics monitoring

Newsletter subscription after the game: +300%

Relaunch possible with desired adaptations (Design & Flash)

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From information Technology
to Communication

Conclusions



Great success (200% of objective)

Viral effect could have been greater if longer

Internet a real lead generation media & eCoupons WORK!

Panos possesses a DB of qualified customers

NL more interested in direct prize

Online & Offline tracking integration possible if well thought

Mix of Online & Offline best choice

And the winner is....

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From information Technology
to Communication

One year later: Youth Card



New Youth Loyalty Program

Launched Summer 2006

Click & Win participants conversion?

OVER 5 % !!!



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Questions?

Thank you for your attention

Case available in www.OniSystem.eu

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