



Win with heat distribution units from Bosch and Buderus!

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Objective

Raising sales for heating units from Bosch and Buderus.

HOW?

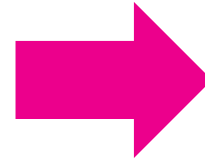
Autumn
(promotion
period)



The period when
the heating
system is
changed.



Incentivize the
plumbers to
recommend
Bosch and
Buderus



Strategy

Campaign
Name

Win with heat distribution units from Bosch and Buderus!

Online rewards
platform

A platform where plumbers can register their sales in order to receive points and redeem prizes (buy & get mechanics)

Communication

A very targeted communication at every step made in the promotion!
Via email and website

Promotion
period

When the winter is close!

Creative strategy - Website

www.heatunitswithprizes.ro (www.centralecupremii.ro)

Pagina de start Bosch Romania Contact

Castiga cu centralele termice de la Bosch si Buderus!

 **BOSCH**
Tehnică pentru o viață

Acasa / Login Catalog Primeste puncte Produse participante Regulament Deconectare



Bine ai venit!
Esti la un pas de premiul dorit!
Fiecare centrala termica cu condensare Bosch si Buderus achizitionata de tine iti aduce acum un plus de beneficii!

Ultima zi in care poti acumula puncte in cadrul campaniei promotionale este 24.10.2016.

Din cauza depasirii bugetului de premii disponibil, conform art. 3.1 din regulament, facturile introduse pe site incepand cu data de 25 octombrie 2016, ora 00.01 nu vor mai fi procesate.

Premiile vor putea fi comandate pana pe data de 18 noiembrie 2016. Dupa aceasta data punctele vor fi anulate.



Va rugam sa va autentificati

Nume utilizator

Parola

Instalatorul anului



Recomand instalator

Evaluează-ți
instalatorul preferat
și toată lumea
are de câștigat!

Prizes

Trendy and valuable products: Apple and Thule



› Laptop Apple MacBook Pro

8100 puncte



› Laptop Apple MacBook Air

5800 puncte



› Apple Watch

5300 puncte



› Telefon mobil Apple iPhone

4600 puncte



› Telefon mobil Apple iPhone 7

4600 puncte

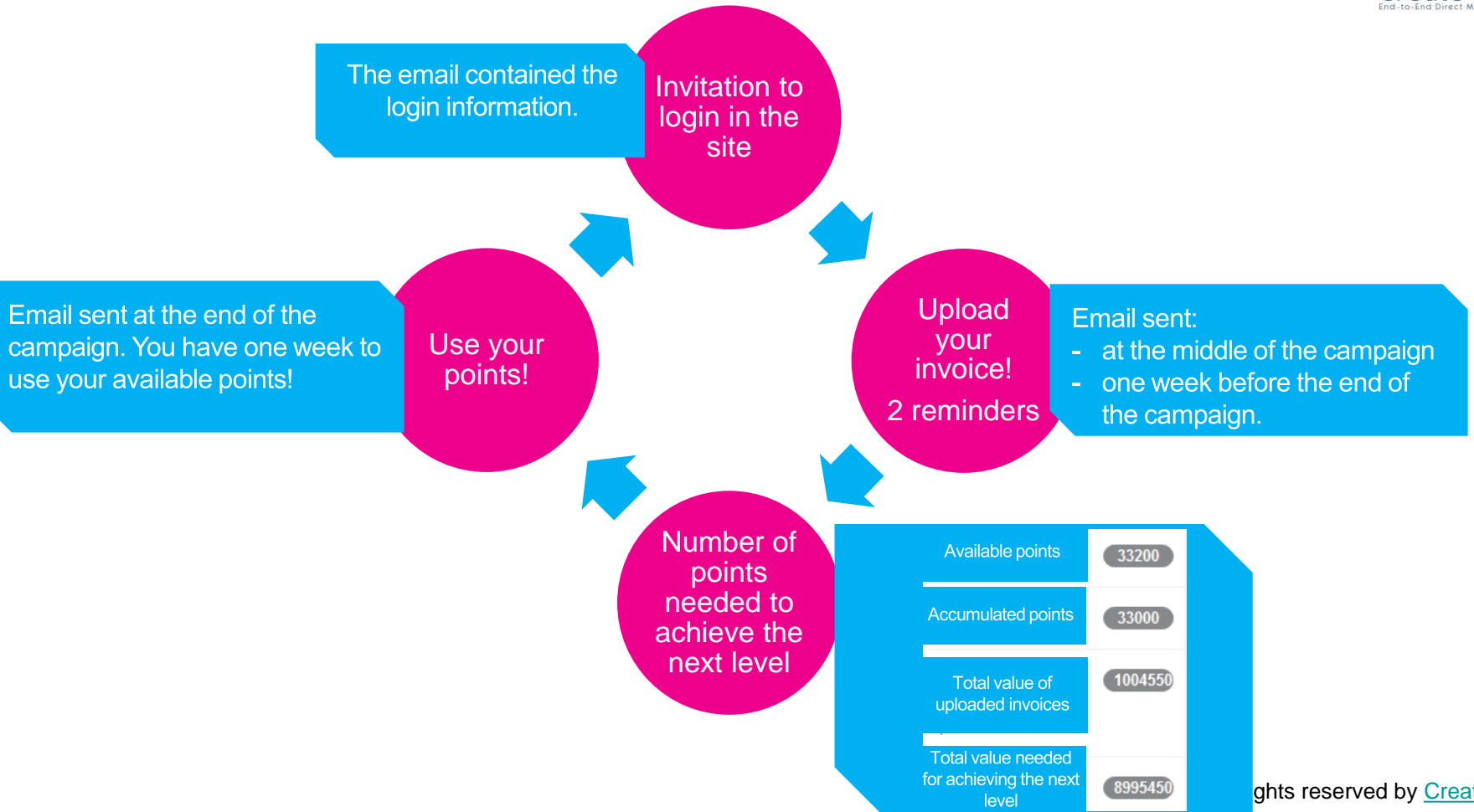


› Telefon mobil Apple iPhone 7

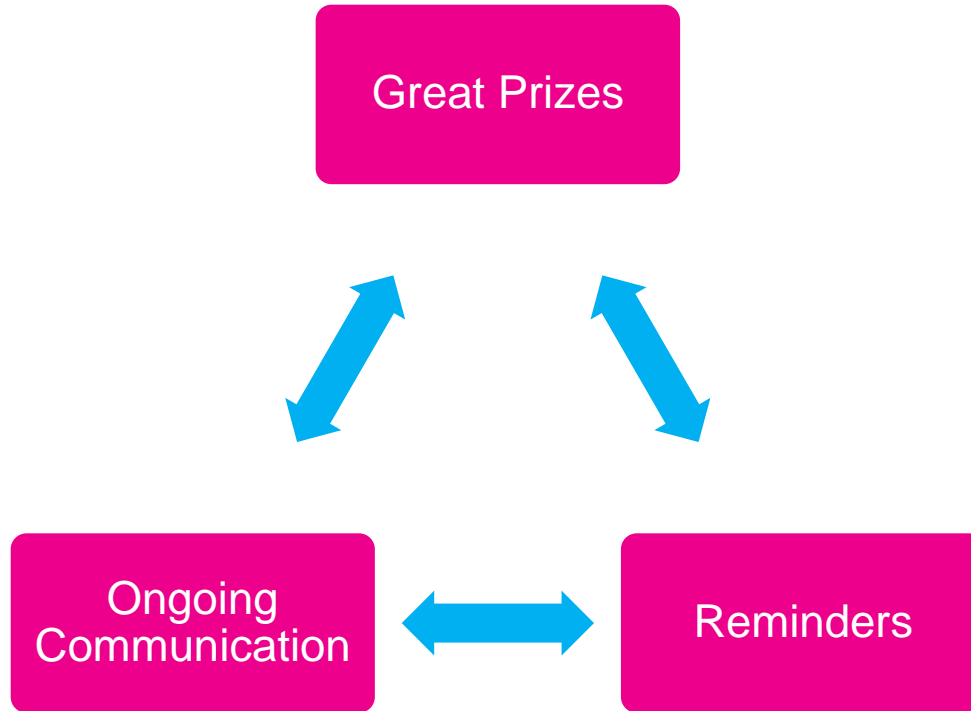
4600 puncte



Execution – campaign mechanic



The key strenghts of the promotion



The promotion was a real success.

It was stopped earlier because the prizes budget was consumed, earlier than the client expected.

37% engagement rate

37% from the invited plumbers accumulated points.

94% redeem rate

The points were spent, due to the reminders sent

**Almost 100 prizes redeemed,
22% Apple products**

In 1.5 months.

**Over 400 heating units sold
and registered**

In less than 2 months.

Va multumesc,

Adina Georgescu

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