

CASE STUDY

VERVE

SHOP SMALL
WIN **BIG**

PR ACTIVITY BY
BLACKHOUSE MEDIA





BRIEF

Verve International created an innovative mobile supermarket in the form of a truck that will help merchants around the country take their goods to the doorsteps of consumers and encourage them to make use of their ATM cards.

OBJECTIVES

DEVELOP A FULL PR STRATEGY THAT WOULD;

- **CREATE AWARENESS** about the promo
- **POSITION THE VERVE BRAND** as aspirational without necessarily playing into the strengths of competition, which will aid the “sharpening” of consumers’ perception and understanding of the brand.
- **SUPPORT** the aspiration needs of identified consumer segments
- **DRIVE AWARENESS/ENGAGEMENT** with existing cardholders while also stimulating new cardholders to acquire cards. During the summer period,

STRATEGY

Human beings like to be recognized. The strategy was to key into this innate desire by rewarding everybody that shopped in the truck, celebrating each individual winner across all media platforms, telling their individual stories and in the process, amplifying the functional benefits of the brand using interesting and shareable images and videos

In this way, consumers were able to see their personal stories in the brand's story, endearing them to the brand, hereby creating indirect endorsement for Verve and inspiring participation among their friends and neighbours.

HOW

Use stories of winners experience to create interesting and believable media content and interest in the brand.

Deploy brand ambassadors in areas being activated to tell the story.

Leverage performance by Guinness world record holder, Kaffy to inspire participation and endorsement.

Deploy exciting videos from special dance performances on social to trigger further interest.

Upload exciting photos from TAs Star Radler experience on social.
Drive conversation for Star Radler on relevant social platforms
Leverage events for the promotion and tasting of Star Radler

Areas Activated

- **Lagos:** Ikeja, Agege, Iyana Ipaja, Oshodi, Ajah, Cele, VI, Tradefair, Surulere, Berger, Ikotun, Festac
- **Port Harcourt:** Garrison, Mile 1, Rumuokoro, Ikokwo, Waterline,
- **Total - 17**

OUTCOME

- Media: Online
- Goodwill. Customers were [rewarded for participation](#) with Fridges, DVDs and Home theaters
- Greater awareness about the Verve brand
- Content on [Linda Ikeji, BN](#) seen by at least 1 million people (direct and pass- on)
- 90% of comments on social positive
- Interesting branded [videos viewed](#) by over 100,000
- Over 90 million impressions with more than 1million people reached.
- Increased following of the Verve brand by at least 40% on twitter and Facebook
- [Dramatized trade talk](#) deployed on all brand assets

RESULTS

- Print Mention (21) (zero negative)
- Online Mention (60) (zero negative)
- Photo output: 700
- Newsletter (2)
- Radio News (4)
- Social media posts: 3,884
- Social Media Impression: 98, 716,055

OUTCOME

- Media: Online
- Goodwill. Targets saw sampling as a big gesture from NB Plc
- Ambushing events enabled endorsement from top celebrities.
- Content on Linda Ikeji, BN seen by at least 1 million people (direct and pass- on..
- Unsolicited advocacy from bloggers, influencers and celebs.
- Cumulatively, mentions on Vanguard Online is seen by 2million fans on platform and social.
- Direct sampling at Media Houses/Agencies fuelled interest and demand. Total perception positive.
- 95% of comments on social positive
- Earned media worth over 30m Naira.
- Funny branded video skit generated over 1,000 likes total and more than positive 100comments.
- Over 21million impressions with more than 5million people reached.
- On-going survey of media, campuses and online communities looks set to return around 90% positive disposition to product
- Every sampled organisation called back to request extra supply. Most gave free media space.

Percentage Earned Vs. Paid Media.

- Earned Media 68%
- Paid Media 32 %

RADIO SLOTS

DATE	STATION	TIME	DURATION
AUGUST 29	SMOOTH FM (NEWS)	01:30PM	30 SECS
SEPTEMBER 6	INSPIRATION FM (HYPE)	10:16AM	25 SECS

www.broadway.com.ng/verve-shop-small-win-big-rewards-more-customers

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VERVE SHOP SMALL & WIN BIG REWARDS MORE CUSTOMERS

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A different kind of promise. Verve, one of the leading African e-commerce retailers, has launched its new online platform as the Verve Shop Small & Win Big campaign. Shop Small & Win Big, an initiative to reward customers who shop online, is a three-month campaign aimed at rewarding its customers with numerous mouth-watering products. Themed the biggest shopping truck in Nigeria, the Verve Shop Small & Win Big campaign will be bringing an enviable shopping experience to consumers doorsteps, availing customers the opportunity to shop at their convenience at the Verve Shop Truck where numerous items such as attractive household items, food products, oral care items and

much more can be purchased with cash back rewards.

Speaking at the unveiling of the campaign in Lagos recently, Dr. Cherry Eromosele, group marketing and corporate communications, InterSwitch, noted "Shop Small & Win Big promises to be an exciting shopping experience touring all nooks and crannies of the city and offering a major shopping experience right in everyone's neighbourhood."

"We always look out for unique opportunities to reward and connect with as many cardholders as possible. Feedback so far has been tremendous and we are truly appreciative of the response so far."

"There are also other numerous exciting offerings such as the colourful flash mob led by

popular dancer Kaffy and Spin The Wheel, where consumers can win amazing prizes as many times as they make purchases."

Shoppers will not only have the opportunity to purchase goods with fantastic cash-back rewards, they also stand the chance to win attractive prizes at the Spin De Wheel game - an exciting element of the campaign - such as generators, fridges, DVD players among others.

Recently, the brand also took 19 lucky winners on an all-expenses paid trip to Brazil to watch the biggest football tournament in the world.

The Shop Small & Win Big campaign will also tour Enugu, Abia and Port Harcourt and will end in December 2014.

Percentage Earned Vs. Paid Media.

businessday.com 2014/09/30/verve-shop-small-win-big-rewards-more-customers

BUSINESSDAY

Reduce human error, streamline, localise, and improve efficiency and productivity. **APC**

Having the big shopping experience

Consumers are offered to have different shopping experiences in Verve. Africa's premier payment card provided to three-month campaign. Shop Small & Win Big, based on the biggest shopping experience ever in Lagos.

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IES & MARKETS 15

Wednesday 03 September 2014

Verve set to engage customers on shopping experience

TECHNO-ONLINE

Africa's foremost payment card brand, InterSwitch, has set to engage its loyal customers in shopping experience legend, Shop Small & Win Big - a three-month campaign aimed at rewarding its customers with numerous mouth-watering products. Themed the biggest shopping truck in Nigeria, the Verve Shop Small & Win Big campaign will be bringing an enviable shopping experience to consumers doorsteps, availing customers the opportunity to shop at their convenience at the Verve Shop Truck where numerous items such as attractive household items, food products, oral care items and

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