

Your name's on the banner

Tyskie Beer was running a sales promotion that enabled consumers to win a personalised football t-shirt with their names printed on the back. The media brief was to encourage consumers to take part.

To stand out Tyskie needed to find a way to connect with consumers who were bombarded with similar promotions. The key difference was the ability to get the t-shirt personalised.

The media solution looked to build on this USP by creating personalised media. To do this it teamed up with nasza-klasa.pl - Poland's largest meet-the-classmates website. It realised that on this site at least consumers were unlikely to give false names and with more than a third of adult Poles registered on the site it would provide the reach it was looking for.

A personalised banner would be a standout message for the market as users are unused to seeing such tactics outside email newsletters. After logging on to the site every user saw a banner showing a consumer wearing a football t-shirt - with their name on it.

The four-week campaign reached 2.5 million with click-through rates for the personalised banners double those of the non-personal banners.

For more, visit: <https://www.bizcommunity.com>