



VILLA MARIA
ESTATE
NEW ZEALAND

Villa Maria

Client: Villa Maria

Project: On-pack Txt 2 Win Promotion

Solution: RedDirect

Launched: May 2006

Campaign length: 61 Days

Campaign Website: www.villamaria.co.nz

Background:

Villa Maria is one of New Zealand's leading winemakers, having won awards both nationally and international since the early 1980s. In order to promote their Riverstone wine, Vintage Selection, Villa Maria wanted to implement a txt 2 win promotion to increase brand awareness and repeat purchases.

Objectives:

- To encourage increase purchase of Villa Maria's Vintage Selection
- Raise awareness of the range and enhance the Villa Maria brand.

Promotion of Campaign:

- In store promotions
- Villa Maria Wine Bottle

Strategy:

Run The Red worked closely with Villa Maria to create an enticing and easy to use SMS based competition. To entice customers into the competition, Villa Maria offered the chance for customers who entered the competition to go in the draw to win one of four Sony Ericsson Walkman Phones valued at \$1,200 each!

How it worked:

To enter into the competition, Villa Maria customers needed to purchase a bottle of the specially marked Riverstone wine bottles, txt in the unique code found on the bottle, and automatically go into the draw to win one of these prizes.

Results:

- The campaign was a great success with over 9,500 message being past through the system, and over 5,900 Riverstone wine customers txt in the unique codes on the specially marked wine bottles.
- The campaign also created great brand awareness for their Riverstone wine label.

