



DEMET'S® TURTLES® ROLL OUT THE RED CARPET INSTANT WIN GAME AND HOLLYWOOD SWEEPSTAKES

PREMISE

DeMet's Turtles launched an interactive Roll Out the Red Carpet Instant Win Game and Hollywood Sweepstakes to drive sales, reward loyal consumers, grow Facebook fans and build email club members. Visitors to the Facebook page played a memory match game featuring various Turtles® varieties and packaging for a chance to instantly win one of thousands of prizes. Players were able to invite friends and register for the grand prize sweepstakes for a chance to win an incredible red carpet experience in Hollywood.

Specially marked packages of Turtles contained bonus codes for extra chances to win and printable coupons were also seeded to drive trial.



PRIZING

Players instantly won movie tickets, spa services, makeup gift cards, bath & body gift cards, free Turtles® and other great prizes. The sweepstakes winner and their guest received a VIP trip to Los Angeles, including airfare, accommodations, spa & limo service, spending cash and an incredible behind-the-scenes tour of Warner Brothers Studios.

PROMOTION WINDOW

April 1, 2011 - June 30, 2011

BENEFITS

This promotion drove awareness and sales (especially with female and younger consumers) during the Spring/post-Valentines Day period at key accounts. An extensive online media campaign will drive brand impressions/awareness and a significant growth in Facebook fans and email opt-ins generated for future marketing efforts to drive sales. The printable coupon program drove a significant trial and exposed new customers to the delicious varieties of Turtles®

