

# Harvester Leverages Apple Passbook Functionality to Offer Innovative Mobile Voucher Campaign

## GOAL

Reach relevant consumers in the UK and offer a seamless experience of downloading and redeeming a Harvester voucher.

## SUMMARY

- **Compelling Mobile Offer:** Harvester and their technology partner Eagle Eye created a campaign that offered consumers £5 off their bill when spending £30 or more. The voucher could be used at any Harvester restaurant across the UK, and could be redeemed directly from the mobile device.
- **Seamless Experience:** The campaign was the first ever in the UK to take advantage of the new Passbook functionality in iOS6. The solution gave a frictionless consumer experience, as with two-clicks a unique voucher code was delivered straight to their device, within Passbook. The voucher was then redeemed whilst paying the bill, directly from the EPOS terminal, giving the restaurant additional insight into campaign effectiveness.
- **Smart Targeting:** The campaign was targeted to families and people who enjoy eating out, and the ads were only shown to consumers on mobile devices running iOS6.

## RESULTS

- The campaign drove issuance of almost 16,000 vouchers in two weeks
- Almost 700 vouchers were redeemed during course of the campaign
- The overall campaign CPA achieved was £3.41



**"The campaign exceeded our expectations. Clearly Apple Passbook users love a great deal as much as they love their technology! Eagle Eye's platform gave us the real-time data and secure redemption we needed to control the offer with confidence, while Millennial Media's platform hit the right users."**

~ Helen Worrall, Senior Advertising and Communications Manager – Mitchells & Butlers