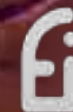


Futuretech

# Lucozade

## Case Study



future influence

storyful.

UNRULY

loop Me





Lucozade

**BOOST  
YOUR DRIVE  
& WIN**

**MOBILE INNOVATION**

loopMe  



# Lucozade “# Boost Your Drive”

- **Campaign objective** : Get to the nearest forecourt and Buy a Lucozade , Enter your Unique underline code and win your share of R500,000 Instant Cash!
- **Creative concept** : Competition page built for Mobile to live on Social media pages Face book / Twitter and distributed by preferred Geo Location Suppliers (Loop Me / Waze)
- **Creative assets** : Open .PSD files supplied to Loop ME by JWT.  
*“Issues faced – lead time to go live not long enough for creative agency to build and costing's to high” – Loop ME brought in to execute this*
- **Results** : Still running, end date 30 May 2018 (Slide 5) As of Monday 21<sup>st</sup> May 2018 ,1pm we have had just over 100,000 people take part in the competition, 2,391 Total winners – (R100 – 1,987) / (R250 – 163) / (R500 - 162) / (R1000 – 79)
- **Summary**  
Measurement of this campaign was on the ability to distribute the R500,000 in prize winnings in 2 month duration in a managed time frame  
Total Prize winnings giveaway as of Monday 21<sup>st</sup> 1 PM – R399,450

TOTAL  
BUDGET  
R200K

DEV  
COSTS  
R75K

MEDIA  
COST  
R125K

We built a Secure link (URL) , which was then shared with external publishers, for further amplification. With this approach we were able to fast track creative production from start to end, Limiting creative cost for Lucozade Brand

Lucozade creative was built and executed in 1 working week to go live starting 1st April 2018 and ending 30 May 2018

**Execution : Next Slide (Video)**

# EXECUTION



*loopMe*

328,838 Impressions served  
57,547 Engagements  
17,53% engagement rate



252 Comments  
61 Share's  
859 Like's  
42,523 Views



118 Comments  
613 Re-Tweets  
5,682 Like's  
72,571 Views

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760,090 Impressions served  
100,041 Engagements  
13,17% engagement rate

**\*Stats taken 21 May 1pm\***



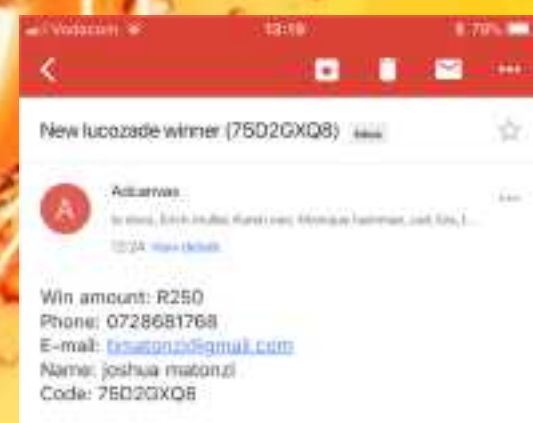
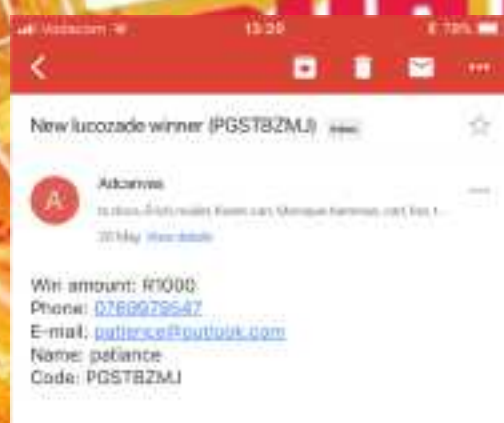
# RESULTS

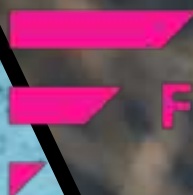


Overall stats					Last 24h stats				
nr	money	total wins so far	total possible wins	total wins left	nr	money	daily wins so far	daily possible wins	daily wins left
0	R100	2010	2000	485	0	R100	49	49	0
1	R250	165	200	35	1	R250	4	4	0
2	R500	164	200	36	2	R500	4	4	0
3	R1000	81	100	19	3	R1000	2	2	0

Code	Name	Email	Phone	Win type	Date
ASRFRS8	Prudence Phisoandwa	prudencephisoandwa@yahoo.com	0634567308	R250	2018-05-22 10:09:21
OSK92672	Justin	justin@osk92672@gmail.com	0766168482	R100	2018-05-22 08:08:06
BLA34FJA	-	-	-	R100	2018-05-22 08:05:56
OKS00006	-	-	-	R100	2018-05-22 08:05:36
LSW4ULF2	Belinda Erasmus	belindaerasmus@gmail.com	0627222870	R100	2018-05-22 08:48:27
QW0FJST	Mathod	mathod@gmail.com	0727414852	R100	2018-05-22 08:31:03
QJHGFH85	-	-	-	R100	2018-05-21 20:27:44
COMPLEU3	moses	moses@compleu3@gmail.com	0734215899	R100	2018-05-21 23:17:32
THVFP5L5	moses	moses@thvfp5l5@gmail.com	0734215899	R100	2018-05-21 22:49:08
GREED7CH	kol	kol@gmail.com	0736357368	R100	2018-05-21 22:44:23





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# THANK YOU

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