



SUMMER SUCCESS

PROMOTIONS THOUGHT STARTERS

Shoppers will be out in full swing this summer and influencing their purchase habits won't be easy unless you have the right ideas and strategies. This infographic highlights some of the best ways to take advantage of those great summer vibes and keep your consumers engaged.

ADAPT...ADOPT...CREATE

Collaborate

Bundle your products or collaborate with the 'right' partner for increased awareness and to acquire new customers (and get better retail support!)

Surprise & Delight

Innovate and differentiate your promotion for deeper customer engagement - think gamification and exciting rewards

Embrace Tech

Adopt the right martech to optimize your marketing efforts and for an enhanced customer experience

Amplify

Power up your promotions to stand out with a multi-pronged owned, shared and earned media approach

8 COOL SUMMER MARKETING PROMOTIONS



Punch-Card Programs: Incentivizing multiple purchases.

Buy a frozen lemonade every week for 4 weeks for a chance to win a beach vacation!



Surprise & Delight: Offer unexpected one-of-a-kind rewards.

Buy 2 products and submit your receipt for a chance to win tickets to a concert!



Gamification: Enhance customer engagement.

Shop and submit your receipt to win a code to Spin-the-wheel and win instant prizes!



Co-branded Promotions: Capitalize on synergy between brands.

Buy a Brand X portable grill & Brand Y charcoal for a free BBQ recipe book!



Basket / Portfolio Growth: Reward multiple product purchases.

Buy \$20 worth of products across our portfolio in a single transaction and get a \$5 gift card!



Social Engagement: Leverage UGC, influencers build organic authenticity.

Upload your summer vacation photos with the #summerfun and tag @brandx to win big!
Video: 5 Summer Fashion and Skin Tips featuring your brand



Layered promotions: Add further gratification - instant win + sweeps.

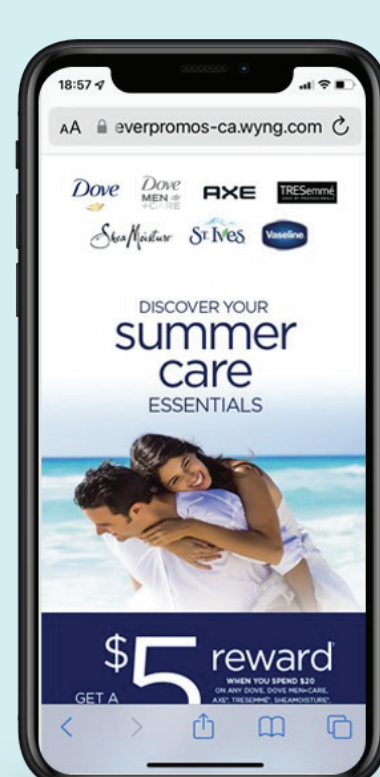
Buy Brand X and submit your receipt for an instant reward and a chance to win \$20000



Incentivize and Reward Loyalty: Member specific offers.

Thanks for being a loyal customer! Here's a free summer bronzer to get that sunkissed look.
Get extra loyalty points on our iced drinks this summer!

GET INSPIRED



Unilever ran a portfolio level summer GWP program - "Discover your Summer Care Essentials" where consumers who purchased \$20 worth of Unilever products across their portfolio in a single transaction could upload their receipt and get a \$5 Digital Pre Paid Mastercard.



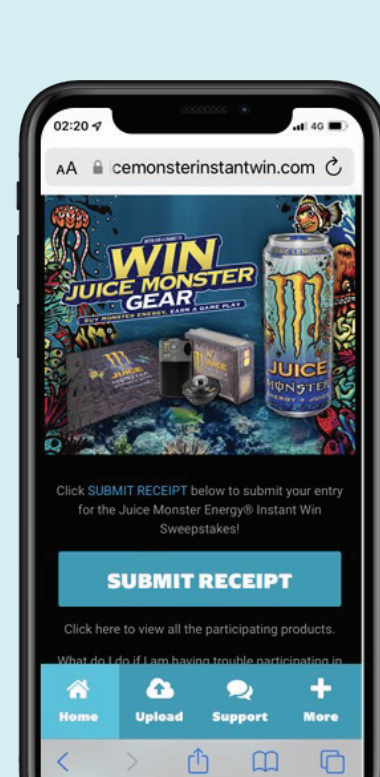
Budweiser launched a campaign with limited-edition Patriotic can to honor military heroes. For every case of beer sold between Memorial Day and 4th of July, Budweiser donated \$1 to the military charity Folds of Honor. The brand also sponsored a livestream charity event, promoted via the social hashtag #TakeTwoMinutes.



As one of many limited-edition #Modelo-Time collaborations, Modelo and Takis teamed up to create a temperature-controlled vending machine. The competition was to see how long contestants could keep one hand on the vending machine, with a prize of the machine as well as a gift card for a years supply of Modelo & Takis. The event took place at the iHeart-Radio Block Party in New York City.



Kinder Bueno ran a "Summer Gets Bueno" program where they gave away free gas to help customers save on a summer road trip. Travelers at participating gas stations got a chance to receive up to \$50 of free gas. A gas station attendant also gave drivers free chocolate bars and other customers got a chance to receive travel essentials.



Monster Energy promoted their juice brands through an engaging instant-win and sweepstakes promotion where consumers could simply buy any Monster Energy can or multi-pack and submit their receipt to get an instant-win gameplay to win Juice Monster gear.



Bar-Be-Quick - the manufacturer of the original instant barbecue hosted a Father's day summer where customers could share a picture of their dad and write why he is #KingOfTheGrill. The winner received their very own personalized Bar-Be-Quick instant barbecue.

SNIPPWIN

Contests, Sweepstakes & Promotions Management Platform

Create winning contests and promotions that engage your customers and support your marketing objectives.

Gift With Purchase

Sweepstakes

Social

Pin On Pack

Instant Win

Punch-card

Rewards

B2B

Gamification

Digital Rebates

Text To Win

Transaction Validation

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