

THE BREAKTHROUGH PROMOTION WHERE EVERYONE WINS!

MANSOME

No Luck Needed For Handsome Guys

BACKGROUND



It's no secret that summer is the season when beverage sales reach their peak in Thailand. The big brands put on extravagant promotions where they give away attractive prizes like smartphones, gold and luxurious sports cars.

CHALLENGE

The major challenge for MANSOME is to retain customer loyalty and also grow substantial share within the Thai beverage market during this intense period of competition... all on a limited marketing budget that did not account for rewards.

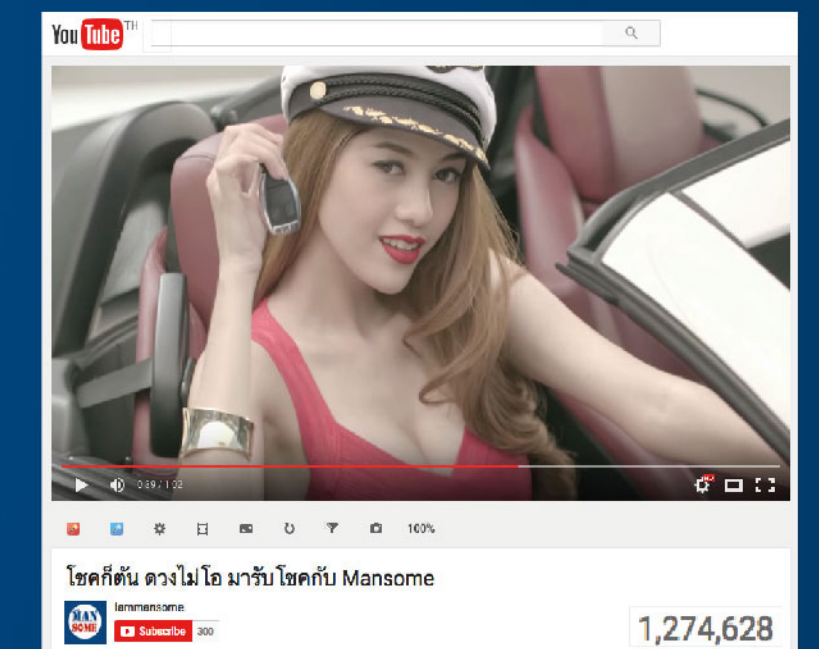
IDEA

The new campaign was launched with a play on the traditional promotion mechanic. Rather than offering a slew of prizes, MANSOME leveraged its proposition and turned its benefit into the reward itself. Instead of offering a random chance to win limited prizes, MANSOME (a functional based men's drink) offers the benefit of 'HANDSOMENESS' that customers will immediately receive from drinking it, and demonstrates how they will automatically be a winner in everyday life without the need to depend upon lucky draws.



RESULTS

On a limited budget, we boosted awareness and brand preference, receiving more than 4.5 million views in the first three weeks. The number of Facebook fans doubled (up by 100,000). And most importantly, it's evident that we were able to influence change, with men becoming more engaged with their appearance and investing to enhance their looks.



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