

What we're doing for our customers...

Meritor / Sweepstakes Promotion

Situation

Meritor wanted to run a sweepstakes driven promotion through their North American distributor network allowing distributors to reward their customers for buying Meritor Aftermarket products with the goal of increasing brand awareness and sales. Meritor chose CMG to provide branded prizes and program fulfillment.

Prize Quantity: 1,251



Solution

The sweepstakes promotion ran for seventeen weeks with 70 level three instant winners, 2 level two drawing winners and 1 level one prize drawing winner per week. In addition Meritor also awarded 10 early bird registration prizes.

CMG understood that the prizes would be a direct reflection on our customer so they needed to be recognized quality brands, have high perceived value and be desirable to the recipient. Special supplier relationships were utilized to achieve the desired goals within the client's budget. For the early bird prize an Apple iPod was chosen for its high perceived value and popularity. The instant winners received a pair of Bushnell binoculars or a Sol brand backpack. Both prizes were of high quality, useful and desirable to the recipient and offered great brand exposure for the client. Prizes for the drawing winners were chosen for perceived value and desirability. The level two drawing winners received a Kindle and the level one winner received an Apple iPad.

The client provided CMG with a weekly spreadsheet of winners. The spreadsheet was returned back to the client with tracking information for each prize winner. Because of our program and fulfillment experience prizes were shipped within two business days, all Canadian customs forms were prepared by CMG and a third party shipping account was used for substantial savings to the client.