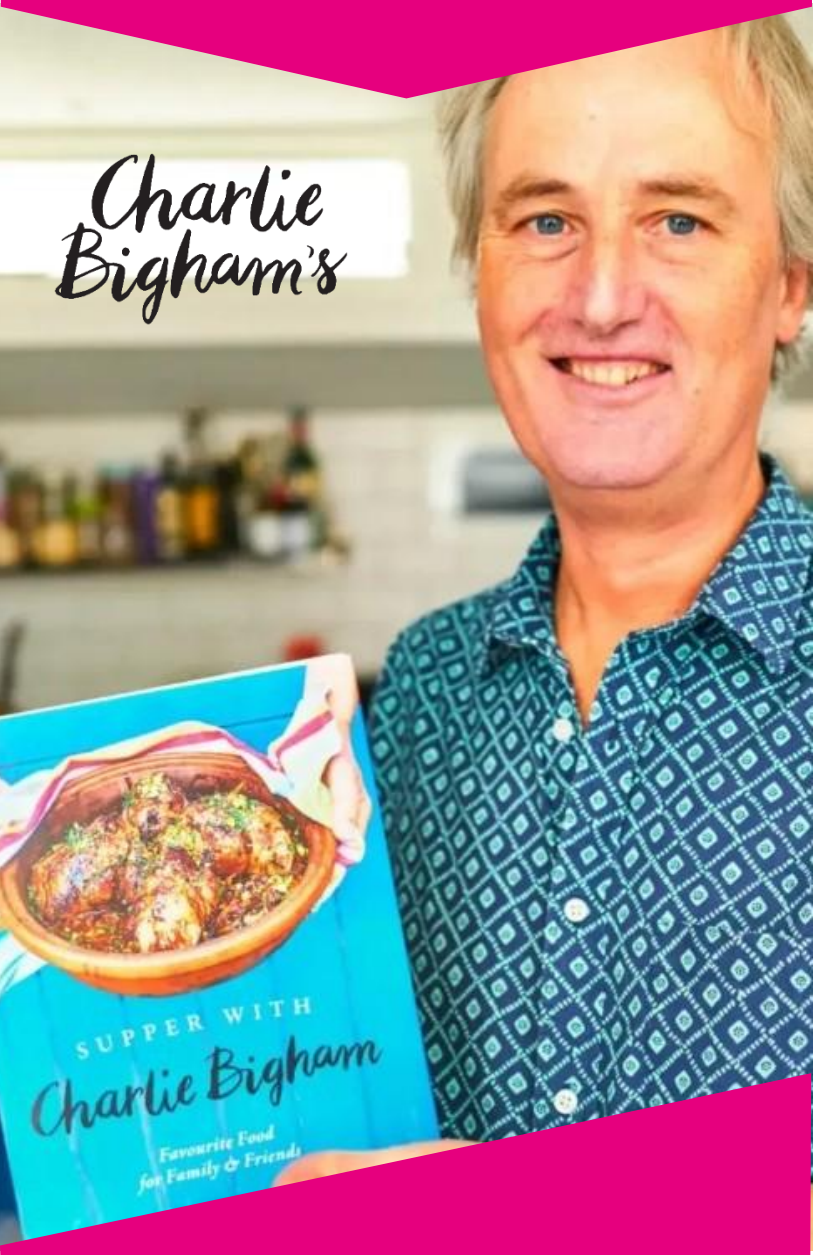
MULTI RESOURCE MARKETING LTD

CASE STUDY

# Charlie Bighams Prize Draw




## Charlie Bigham's passing on their humble beginnings to a lucky winner!

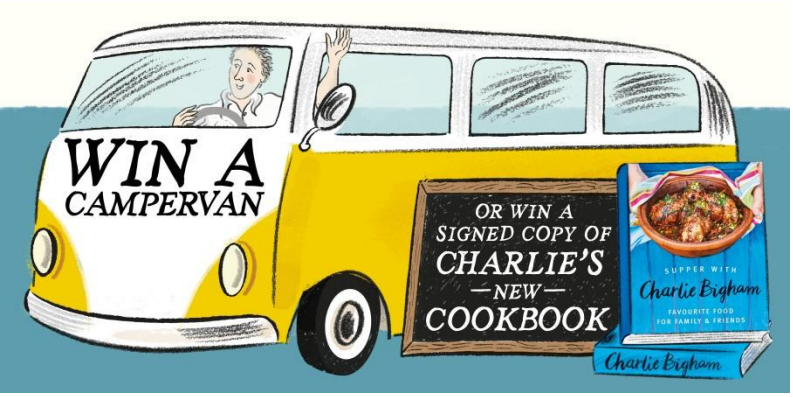
What better way to celebrate over 25 years in business by returning to your roots and making someone else's dreams come true. In 1994, Charlie Bigham and girlfriend, now wife set off to India in a yellow campervan. Packing up his job in corporate consultancy, the pair set out on what would be a culinary adventure and a life changing experience. By 1996, Charlie was already creating dishes for independent food retailers in London and in 1997 was a ground-breaking moment when Waitrose would host the Charlie Bigham range for the first time. Now 25 years on, it's time to celebrate and what better way than to pass that wanderlust and adventure attitude onto a happy customer.

## The Campaign: A three month on-pack promotion and major prize draw!

Working with Oliver Dean of the marketing agency Syrup, Bigham's hatched the plan for a fully featured competition site to allow entrants to register product purchases and be included in a daily prize draw. The draw would take place daily for 3 months with the selected winner taking home a FREE copy of 'Supper with Charlie Bigham, a cookbook for family and friends. On the 90th day of the draw and applying to all of the entrants, the winner of the classic VW campervan was selected.

*The facts on paper looked promising, around 80,000 possible entrants – low odds for the consumer and such a grand prize.*

**80,000 expected entrants with 96,535 taking up the offer!**




## Promotional Support Services by MRM

In this engagement, Syrup, Bighams marketing agency built the competition website and engaged MRM to advise on the legislation, winner selection and product fulfilment.

**1.** the rules of the competition, the legislation and terms and conditions. In this case you must consider what the customer sees first, the on-pack instruction and short terms that clearly stipulate to the client how this promotion is going to be run. Take no chances you must get this right! MRM worked with the trade body, the IPM – Institute of Promotional Management to come up with rules and terms and conditions. By gaining the IPM's seal of approval MRM could ensure that the promotion would meet the required legislation.

**Time is always the challenge – to meet deadlines!**

*For Charlie Bingham, we had to produce the pack terms (short T & C's) in double quick time to align with the on-pack promotion packaging that was being manufactured by a third party.*

**2.** making the draw an independent affair. We removed the task of selecting a winner from the brand owner (Bigham's) and agency (Syrup). MRM has a fair and efficient method of randomly picking a winner. We arranged for Syrup to send MRM the entrants at the close of play and we selected the winner. The winner was selected against the rules of one entry per person per week or from the same household.

**3.** getting the prizes to the client. With each draw we efficiently despatched the prize merchandise, a cookbook using Royal mail. But in essence, we can store and send almost anything to anywhere.

## IN SUMMARY

MRM has a full range of resources to build a prize draw for your brand including data capture, purchase & receipt validation, independent winner selection, prize fulfilment and cash back payments. For Charlie Bigham, we followed the lead of the marketing agency involved, but we can just as easily provide the entire service the choice is yours.

**www.mrm.co.uk**