

Horlicks' £1,000 a day Text & Win draws 1,000 responses per day

Business need

To boost purchases of Horlicks among loyal customers and entice new drinkers to trial the product using digital media promotion.



The solution

A three-month on-pack offer invited shoppers to enter a prize draw to win £1000 each day.

Entrants texted **HORLICKS** and the **unique product code to 62233** or entered online.

Unique codes were validated against the database of eligible codes and winners informed whether they've won via SMS or via email (for online entries).

Results

- 49,000 responses via SMS in the first 7 weeks (i.e. 1,000 responses per day)
- An equal number of text and email responses

49,000
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