

Text-to-win the ultimate London 2012 experience

Business need

Olympics' sponsors Cadbury Bassetts have been issued a number of tickets by Olympics Games organisers as they are primary sponsors of the Games.

Rather than take clients in the name of corporate hospitality, they want to give members of the public the best opportunity to win tickets to this once-in-a-lifetime sporting event.

The solution

An on-pack promotion was designed for Bassetts' Olympic-branded 'Jelly Mascots' sweets, giving buyers the chance to win Olympics tickets.

Buyers can enter the promotion by texting JELLY MASCOTS to 62233, giving them the opportunity to win the ultimate London 2012 experience, including tickets to the men's 100m final and three other top London 2012 events.

Functions

- Text-to-win campaign encourages involvement with the brand
- Helps build Bassetts' subscriber database
- Raise awareness of the Bassetts' and ties the brand with the London 2012 Olympic and Paralympic Games brand

