



## Consumer engagement solution

### Scan & win campaigns

Sales up 40%

### Customer

Valle Redondo, Mexican owner of the 100% natural juice brand, Natura

### Challenge

To boost sales of Natura juices and capitalise on the high overall growth rate of Mexico's premium juice segment.

### Solution

A Scan & Win campaign on 1 litre Natura packages that would align Valle Redondo with the trends and help them form a deeper connection with consumers.

### Results

A 40% increase in sales at a time of year when juice sales in Mexico would normally be expected to dip.

## Customer challenge

In October 2021, the pandemic was in full swing. It was a difficult time for any company selling juices in portion packages, since these were typically regarded as lunch box fare. However, Valle Redondo, owner of the Natura 100% juice brand in Mexico, was still enjoying a 1.6% growth rate due to the success of its family packages. At first glance the numbers looked good, but when Valle Redondo compared its growth rate with that of the premium juice segment overall (4.2%) they saw an opportunity to boost market share.

## Our solution

Tetra Pak proposed that Valle Redondo should make its first foray into digital consumer engagement using the premium Natura brand, a very high-quality product, in 1-litre packages.

“Valle Redondo has been a Tetra Pak customer since the early ‘80s, and we have a long history of cooperation and co-innovation,” says Key account manager, Gerardo Garza. “New products launched over the years have included both juices and wines in carton packages. In this instance, however, the decision was not to launch a new product, but rather to ‘sweat existing assets’ i.e. to do more with what the company already had.”

Regina Solis, who was Design Developer at the time of the promotion (now Marketing Coordinator) explains, “We detailed the various solutions Tetra Pak could offer to help Valle Redondo reach its objective of accelerated growth. They chose our Scan & Win solution, which would involve the printing of unique QR codes on each Tetra Prisma® Aseptic 1000 Square package.”

All together 705 000 packages were given a unique code, and the campaign spanned ten different Natura 100% juice flavours: pineapple, peach, mango, prune, apple-cranberry, orange, apple, grape, grapefruit, and tomato. Consumers bought the

products, scanned the codes and registered themselves at a special landing page on Valle Redondo’s website. If they then answered a couple of questions about Valle Redondo and its brands correctly, they could choose between the chance of winning a one-off prize of \$100k or an Amazon gift card.

The questions were either ‘easy’, ‘medium’ or ‘hard’, and the value of the prizes reflected the degree of difficulty. Each visitor was permitted one scan per 8 hours, but for those who had won more than 3 times, the interval was extended to 48 hours.

## Results achieved

Sales of Natura rose by 40%, far exceeding Valle Redondo’s initial target of 5%. The customer was delighted, not least because the winter months are usually a slow period for juice sales. A sure sign of success is that they’re interested in repeating the promotion in Mid-2023.

Valle Redondo’s secondary objective was to forge a deeper connection with consumers. This was also achieved. It helped that the winner of \$100k cash prize had an inspiring back story which attracted media attention to the Natura brand and to the campaign.

## Objective

5% sales increase

## Results

40% sales increase

8k packages scanned

3.6k new registered users

3000 prizes won

## Campaign start and duration

October 2021– December 2021 (2.5 months)

## Active users

3.6k

## Total scans

8k