



Consumer engagement solution

Pioneering loyalty programme

Customer

A Peruvian juice and nectar producer with operations in more than 20 countries in Latin America, Asia and Africa, and owner of a well-known nectar brand.

Challenge

Despite an approx. 70% market share in nectars in the Ecuadorian market, the pandemic period proved challenging for this producer. Schools were closed and sales of portion packs were down. Focusing on the national market, they started looking for a way to reignite interest in their portion pack products.

Solution

A loyalty programme whereby consumers received points for purchases, which could then be used to claim prizes.

Results

Sales rose by **18%**

Customer challenge

Based in Peru, this customer has operations in 20 countries in Central America, Asia and Africa. They have a majority market share in, nectars in Ecuador, but the pandemic period was nonetheless a challenging time. Sales of juices and nectars in portion packs were especially sluggish, so they were looking for a new way to attract attention to the brand.

Our solution

Tetra Pak's solution was to print unique codes on each package and together create a loyalty programme that would reward consumers for their purchases. Consumers could scan the codes to win points, then claim a prize. The prizes changed each week and, in addition, everyone who participated was also automatically included in a big prize lottery in the final weeks.

Altogether, 4.9 million 'campaign' packages were produced for sale in Ecuador. The on-pack communication was designed to create a billboard effect on the retailers' shelf. This helped draw attention to the brand and encouraged people to engage with the promotion. Other activities included a special Christmas design, Point of Sales displays, discounts, and ads on social media and Radio.

According to Sofia Olivo, Ecuador Marketing Coordinator and Natalia Rodriguez, Key Account Manager in 2021, Tetra Pak's long history of knowledge sharing with the customer, meant they were willing to pioneer the new digital solution with us. "This was our first customer in Andean Region to run a consumer engagement campaign using QR codes, with Tetra Pak technology" she says. "It was new territory for both parties, but thanks to our strong relationship, they were happy to take that learning journey together."

Results achieved

This campaign proved the value of using innovative digital tools to engage with consumers. Of the 4.9 million packs with QR codes, 89,700 were scanned, and 51,600 of these were deemed 'valid'. Sales went up 18%, exceeding the customer's initial 16% target. Due to the campaign's success, they plan to repeat it in the run up to next Christmas.

Natalia Rodriguez concludes, "Successful experiences like this open up opportunities to expand Tetra Pak's digital consumer engagement in other markets. It really works."

Objective

To increase sales by **16%**

Results

Sales up **18%**

Campaign start and duration

Nov 15th 2021 – Jan 8th 2022

Registered users

11,000

Prizes

1008 winners, **1056** prizes delivered

Scans

51,600 valid scans (**89,700** total)