

Advent Calendar Giveaway Newsletter

Client: ACAL UK and Europe

Objective: To increase ACAL's brand awareness and drive traffic to the website; also to cleanse and increase the size of ACAL's database of contacts.

Activities: Napier created the 'Free Advent Calendar Giveaway' newsletter campaign as a vehicle to promote ACAL's online advent calendar by driving traffic to the website. Sent to the full ACAL database, the newsletter asked recipients to recommend a friend to join the mailing list; in return they would receive a chocolate advent calendar, specially coded for input onto the online advent calendar. Winning codes received prizes. Follow up newsletters were then sent to the recommended friends and original contacts.

Results: Newsletters were sent to 55,407 contacts; click throughs to the landing page totaled 2,664 (5%). Follow up newsletters were sent to 58,535 contacts and received a total of 2,635 click throughs. The subsequent increase in web traffic succeeded in raising awareness of ACAL's brand.