

A microsite with maximum results for Savlon Plasters.



THE CHALLENGE.

How do you collect valuable and accurate consumer data, launch a new product and establish a brand identity in a cost effective, timely manner? MECGlobal approached us with these questions on behalf of their client, Novartis Consumer Healthcare.

THE PROCESS.

The answer was a microsite, which we helped develop, implement and manage as part of the product launch for Savlon Plasters. The benefits of this for the client included minimal set up costs, secure hosting, fast and accurate fulfilment and, above all, clean and relevant data.

Radio and online advertising drove people to the site, where they could request a free sample. At the sample request stage, we asked the most valuable questions, adhered to Data Protection requirements and, as information was submitted, it was fed through to us for cleaning.

Part of our remit was also to handle every aspect of mailing out the samples, including printing, enclosing and despatch.

At the end of the promotion, we were also able to provide the client with an accurate report showing the number of requests per day within one-minute time slots. With such detailed reporting, the client was able to audit and analyse the campaign's true success.

THE RESULTS.

In the first month alone, we fulfilled 30,000 sample requests and collected the personal details of all these customers. Not only was the campaign successfully fulfilled, but the client also has in place a valuable database for future product development.

"HWC brought a thoroughness and assuredness to what was a new and potentially testing area for our client. Their attention to detail was highlighted the moment our online sampling campaign went viral. I would certainly use them again should the opportunity arise."

James Caig,
MECGlobal

FURTHER INFORMATION.

To find out how we could help you with competitions, promotions or other business processes, please contact:

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