

Getting Clarks' mountain bike competition successfully up and running.



THE CHALLENGE.

Clarks International asked us to help promote and sell their children's CICA shoe range. At the same time, they wanted to collect valuable customer information.

THE PROCESS.

The promotion chosen was a competition to win one of 20 specially branded CICA mountain bikes and helmets, as well as a free safety check which was important to ensure the bike was adjusted to the child's size and was working correctly and safely.

HWC distributed all the promotional material to 500 Clarks shops around the country. Parents completed the entry forms in-store on their children's behalf. The shop staff collected the entry forms and returned them to us weekly. We then validated each entry, by checking the parent's or guardian's signature, and datacaptured all the entries. As multiple entries were allowed, we put careful processes in place to ensure details weren't duplicated.

At the end of the promotion, HWC randomly picked the 20 winners. We were also responsible for writing and sending the winners' letters. Alongside congratulations, the letters gave each winner details of where they could claim their bike, as well as the nearest shop offering their free safety check.

We also handled all telephone customer queries during and after the promotion, once again helping to free up valuable time for our client.

THE RESULTS.

This promotion was highly successful for Clarks. So successful, that after the first year they decided to run it again for the next two years. Each year, the average annual redemption was around 70,000, giving Clarks an invaluable, detailed and accurate database of over 150,000 customers.

FURTHER INFORMATION.

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

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