



sodexo
FILMOLOGY

GIVING CONSUMERS MORE TIME FOR MOVIES

WITH SANDISK

// **FLASH DRIVING** **IS THE WAY FORWARD** **FOR CONSUMER** **PROMOTIONS** //



SanDisk



OVER 50 YEARS

We've been in the employee and consumer engagement industry a long time, now – over 50 years in fact! And we've seen a lot of technological changes in that time; but perhaps none bigger than in the realm of computing.

The continued evolution of computing has made life in the workplace a breeze compared to that of the 80's and 90's. Remember the pain of dial up modems? Or perhaps always having to unclog your forever-bunged up roller ball mouse? Or, our own pet peeve, trying to cram huge files onto an embarrassingly small 1.3mb floppy disk.

AH, THOSE WERE THE DAYS...



TRANSFERRING LARGE FILES FROM PLACE TO PLACE IS A RELATIVELY EASY PROCESS

Luckily for us, technology has come a heck of a long way since then. Transferring large files from place to place is a relatively easy process thanks to the evolution of Flash memory drives – handy little devices that are small enough to fit on a keychain, yet can store vast amounts of data; from entire films and TV shows, to complex data files or print-quality imagery.

One company leading the way with portable storage devices is SanDisk – a Western Digital Technologies company based in sunny California. They've been consistently improving and evolving their digital storage solutions since 1988 and can offer a huge range of products that make storing large volumes of digital data effortless.

Each year, SanDisk and Western Digital Technologies run a promotion for their Flair range of USB memory sticks and portable hard disk drives. We've been lucky enough to work with SanDisk for several years now (including in our previous guise of P&MM) with their consumer engagement campaigns, so creating and managing a consumer promotion that was perfect for both SanDisk / Western Digital and their consumers is something we took in our stride.

MORE TIME FOR MOVIES

THE MORE TIME FOR MOVIES PROMOTION RUNS IN CURRY'S PC WORLD STORES ACROSS THE UK.

The idea behind it is that once a consumer purchases a flash memory stick from SanDisk's Flair range, they can then claim a free ODEON cinema ticket. Or, if a consumer purchases a Western Digital portable HD drive, they can claim a free ODEON Family cinema ticket.

It's a simple yet effective mechanic that gives the gift of cinema to the consumer, whilst also strengthening the bond between themselves and the brand. But of course, there's more to it than just supplying a heap of free cinema tickets!

Currys PC World

Please select the product you have purchased to claim your **FREE CINEMA TICKET(S)**.

I have a receipt for a San Disk product.

I have a receipt for a Western Digital product.

SanDisk

WD

HOW IT WORKS

- 1. BUY**
Simply purchase the qualifying product from Currys/PC World
- 2. WAIT**
Wait 21 days after the purchase before you submit your claim.
- 3. CLAIM**
Submit your claim with proof of purchase within 30 days of the claim period to be validated
- 4. RECEIVE**
If approved, your vouchers will be emailed to you within 24 hours



HERE'S HOW THE PROMOTION WORKED

- 01** Consumer purchases either a WD Portable HDD or SanDisk USB Flair from Curry's/PC World within the Promotional dates.
- 02** Consumer waits 30 days from purchase date.
- 03** After day 30, the consumer visits promotional website and submits their claim and proof of purchase. All claims must be submitted within 60 days from the purchase date.
- 04** Claim is validated by Sodexo Filmology within 4-5 working days.
- 05** Valid claims are sent an email containing the ODEON code(s).
- 06** Consumer books their preferred film at their local ODEON and enjoys the film of their choice!



THE SERVICES & SOLUTIONS WE PROVIDED

Along with providing the essential cinema tickets, Sodexo Filmology designed and built a branded mobile-responsive website where consumers can enter their claim for their free cinema tickets. Thanks to our long-standing relationship with SanDisk / Western Digital, we were able to quickly design an intuitive, user friendly website that incorporated both branding and logos supplied by the client.

There are also a lot of behind the scenes activities which made the promotion a success for the client – here's a general summary of all the activities we covered as part of the project:

- **Validation of claims via a secure admin site** – As well as providing a top-notch website, we ensured it was locked down and secure to prevent any fraudulent activity. The site and claims were also continually monitored throughout the promotion.
- **Provision of cinema tickets terms and conditions** – Dotting the I's and crossing the T's is just as important as the prize itself. We ensure that the terms of use are clearly defined for both the customer and the provider.
- **Fulfillment of all cinema tickets to winners who submit a valid claim** – Sending the cinema tickets to the lucky winners is a top priority for us – after all, who wants to be kept waiting when there's so many good films out?
- **Provision of a weekly report listing the number of cinema tickets claimed by winners** – No one likes being in the dark when it comes to how a campaign is performing. So, to keep everyone involved up-to-date, we provided a weekly report into the progress of the campaign and the number of winning claims.



FINALLY, WE HAVE ALSO BEEN RESPONSIBLE FOR MAINTAINING ALL RELEVANT INSURANCE POLICIES REQUIRED TO OPERATE THE PROMOTION – AND, IN RESPECT OF REDEMPTIONS SPECIFICALLY, TO FULLY INDEMNIFY SANDISK / WESTERN DIGITAL OF ANY ADDITIONAL COSTS RELATING TO THE CINEMA TICKET PRIZE POOL.



With consumers now being both informed and savvy, creating effective marketing promotions can be a bit of a tough nut to crack. Generating an affinity to brands is now essential when building a customer base; so, creating promotions that will both attract and delight consumers is essential to any promotional drive.

With SanDisk / Western Digital's More Time For Movies promotion, the brand successfully engaged with its consumer base by giving them the gift of entertainment in an easily accessible and simple promotion. But, simply sourcing and fulfilling cinema tickets to give away is one thing; ensuring that all the bases are covered – like the logistics, legalities and administration – is something we take in our stride.

Currys  PC World

SanDisk® 

WE ARE FILMOLOGY AND WE'RE ALL THINGS FILM AND CINEMA

BUT WHAT DO WE MEAN BY THAT EXACTLY?

Put simply, we change the way that people behave using the universal appeal of the movies.

Whether it's a free cinema ticket to reward a consumer for their loyalty or a brand partnership with the latest Hollywood Blockbuster, we're your supreme dream team.

Over a decade in the promotions industry has allowed us to build a huge network of contacts; from the big Hollywood studios, to global distributors along with national, regional and international cinema chains too.

With over 67% of the UK population classing themselves as cinemagoers and over 800 new film releases hitting big screens across the country every year, it's the promotional reward with mass, universal appeal that keeps customers coming back for more.

Whatever the goals of your promotion, whatever your aspirations, look to the big screen. Think big and we'll make it happen.

Outside of Filmology, Sodexo also provides a range of other promotional services, including customer loyalty programmes and unique approaches and incentives to drive consumer engagement and brand sales.

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