



## Incentive Program

Gain retail floor space and drive sales

### The Challenge

Determined to break through a crowded retail environment, our consumer goods client wanted to create an exciting promotional event that would capture sales, create a unique promotional offer to drive sales of an expensive toy (\$150-\$250), and convince retailers to devote a significant amount of floor space to display the product.

### The Breakthrough

**SIGMA** designed a creative concept for an incentive initiative that was unlike a typical cash-back/check incentive program. In addition to reducing the cost component to the client, SIGMA managed the fulfillment and mailing components of the program.

### The Win

This successful marketing effort had the following results:

- A 100% incremental increase in sales.
- Every major retailer accepted the promotion as designed.
- Detailed profiles of new customers led to revamping of product positioning.
- Client learned key insights about purchase patterns of consumers.
- Promotion has been repeated four times.

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Product Launch Consumer Packaged Goods

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