

Sara Lee Foods – Prepaid MasterCard Gift Card Promotions



Using a prepaid MasterCard gift card provided a unique way for Sara Lee Foods to achieve its brand-building objectives, and offered a reward that clearly motivated consumers to purchase multiple Sara Lee Foods’ products.

Quotee

Title/Company position

The Opportunity

Sara Lee Foods’ “Head Start on the Holidays” promotion launched on October 12, 2003, with a 50 million circulation Free Standing Insert (FSI), including a mail-in rebate offer for a \$10 Sara Lee Prepaid MasterCard gift card, an online instant win contest and other promotional offers. This is the first time Sara Lee Foods has used a branded prepaid card solution for any promotion. TSYS Prepaid, using its proprietary platform specifically designed for the prepaid market, powered the program.

The Solution

The program involved several products from Sara Lee Foods’ brand family, including Jimmy Dean, Ball Park, State Fair, Kahn’s, Hillshire Farms, Sara Lee Bakery and Chock Full O’nuts, to strengthen the overall brand relationship between consumers and Sara Lee Foods.

The Benefits

- Convey to the consumers the variety of different brand or eating occasions across the Sara Lee family
- Leverage the number of Sara Lee brands and how profitable Sara Lee consumers are to retailers

- Increase household consumption of Sara Lee brands among loyal consumers with an innovative incentive that would continue to communicate brand affinity even after the promotion had ended
- Drive incremental traffic to the Sara Lee Foods website

The Case

Sara Lee Foods launched the “Head Start on the Holidays” with a 50 million circulation two and one-half page FSI on October 12, 2003. The FSI directed consumers to the Sara Lee Foods website, www.SaraLeeFoods.com, to learn more about the mail-in rebate offer as well as to play an online instant win game. The \$10 rebate and \$25 instant win rewards were fulfilled via custom designed Sara Lee Prepaid MasterCard gift cards.

At the Sara Lee Foods website, consumers could access additional information about the rebate and instant win promotions. To receive a rebate by mail, consumers downloaded the rebate form, sent in ten proofs-of-purchase from eligible Sara Lee Foods’ products, and received a \$10 Sara Lee Prepaid MasterCard gift card in the mail. Winners



of the instant win game were awarded \$25 Sara Lee Prepaid MasterCard gift cards. The rebate promotion ran through November and the instant win promotion ran through December.

The “Head Start on the Holidays” promotion exceeded Sara Lee Foods’ expectations: The impact of the promotion to the SaraLeeFoods.com website was unprecedented in terms of online traffic, retention and stickiness. During the promotion’s limited execution, more than 776,000 NEW consumers visited SaraLeeFoods.com. The average duration of a site visit was an unheard of 15 minutes! Consumer response to the promotion has been unquestionably positive. Redemptions for the multi-brand promotion have exceeded metrics from individual brand solo FSIs, which is atypical for Sara Lee Foods. Incremental volume attributable to the promotion was significant. Reviewing aggregate-level purchase data on the use of the Sara Lee Prepaid MasterCard gift cards by consumers reveals that more than one third of the promotional dollars spent have gone back into grocery stores and supermarkets, benefiting Sara Lee Foods’ retail partners. This is significant since participating consumers had the option of using the Sara Lee Prepaid MasterCard gift cards everywhere MasterCard debit cards are accepted. The ability to review purchase data for rewards is unique to prepaid cards and could never have been derived from issuing paper checks.

The use of Sara Lee branded Prepaid MasterCard gift cards in the “Head Start on the Holidays” promotion enabled consumers to receive their rewards quickly and easily. The promotion conveyed value and affinity to the Sara Lee brand well beyond the consumers’ completion of the rebate form in a way unachievable compared to simply sending paper checks to consumers as most rebate programs do. Everything from the custom Sara Lee Prepaid MasterCard gift cards to the cardholder website carried Sara Lee Foods’ branding. Fulfillment of the rebates and awards were faster and simpler than previous promotions of this kind because of the intuitive web-based administrative tools provided by TSYS Prepaid. Upon loading of participant information by Sara Lee, typically consumers would receive their cards in as few as three to ten business days.

Results of the promotion were impressive looking at the metrics, and certainly from a brand marketing perspective. Using a prepaid MasterCard gift card provided a unique way for Sara Lee Foods to achieve its brand-building objectives, and offered a reward that clearly motivated consumers to purchase multiple Sara Lee Foods’ products. As the vehicle for reward delivery, the card was a very unique way to promote products such as Sara Lee Foods, and delivered a measurable impact that went well beyond what was expected.



Sara Lee Prepaid Mastercard gift card



Sara Lee website promotion



Sara Lee coupon promotion

TO LEARN MORE

Visit www.tsys.com or contact sales@tsys.com

GET TO KNOW TSYS
www.tsys.com

ASIA-PACIFIC
+86 21 68801088

EUROPE
+44 (0) 1904 562004

JAPAN
+81.3.5428.8425

LATIN AMERICA
+1.706.649.8153

NORTH AMERICA
+1.706.649.2307