

Gold
Reef City

GOLD REEF

RESORTS

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Welcome to Gold Reef City



POWERPLAY PROMOTIONAL CAMPAIGN

5, 12, 19, 26 NOV 3, 10, 17, 24, 31 DEC



The INICIATOR...



CHERRY BOMBS

Purchase any Power Play
Cherry Bomb for only

R 10.00

and Receive an
Automatic entry to WIN
a Power Play Quad Bike"

05/11/2010

SMIRNOFF
PREMIUM
Triple Distilled
VODKA
e21

power play



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The GRAND PRIZE!!!





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DATE: NOV. 5-12-19-26 DEC. 3-10-17-24-31 **TIMES:** 18:00-22:00

BRAND PROMOTED: POWERPLAY

PROMOTIONAL MECHANICS: ENCOURAGING SALES OF CHERRY BOMBS BY PROMOTING THE GIFT WITH PURCHASE AND THE AMAZING GRAND PRIZE OF A QUAD BIKE.

TOTAL QUANTITY SOLD (UNITS): (661) R 6610.00

QUANTITY NOVELTIES GIVEN AWAY: (661)

FEEDBACK ON PROMOTION: THERE WAS EXTREMELY BUSY NIGHTS AND EXTREMELY QUIET NIGHTS BUT OVERALL 661 MORE CHERRY BOMBS WERE SOLD THAN WHAT WOULD HAVE BEEN WITHOUT THE PROMOTION, AND NOT TO MENTION THE BRAND EXPOSURE.





| Venue | Quantity Novelties Received | Total Quantity sold (Units) | Novelties Given away |
|-----------------------|-----------------------------|-----------------------------|----------------------|
| Gold Reef City Casino | 700 from previous events | 661 | 661 |

| Date | Quantity Sold (Units) | Quantity Novelties |
|-------------|-----------------------|--------------------|
| 5 Nov 2010 | 59 | 59 |
| 12 Nov 2010 | 25 | 25 |
| 19 Nov 2010 | 80 | 80 |
| 26 Nov 2010 | 150 | 150 |
| 3 Dec 2010 | 62 | 62 |
| 10 Dec 2010 | 111 | 111 |
| 17 Dec 2010 | 58 | 58 |
| 24 Dec 2010 | 71 | 71 |
| 31 Dec 2010 | 45 | 45 |
| Total : | 661 | 661 |



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05/11/2010



05/11/2010



59



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play™

energy
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