

MAKRO
16 – 24 DEC 2010

Coca-Cola®

Festive season promotion

MAKRO

SALBY CROWN MINES

MEADOWDALE

STRUBBENS VALLEY



DATE: 16-24/12/2010

TIMES: 10:00-16:00

PROMOTER: SOHINI, JABU, CASSANDRA

BRAND PROMOTED: COCA - COLA

PROMOTIONAL MECHANICS: ENCOURAGING SALES OF 1L COCA COLA BOTTLES BY PROMOTING THE GIFT WITH PURCHASE.

TOTAL QUANTITY SOLD (UNITS): (18) BOTTLES

QUANTITY NOVELTIES GIVEN AWAY: (2560)

FEEDBACK ON PROMOTION: GENERAL REACTIONS TOWARDS THE PRODUCT, PRICE AND GIVE AWAY WAS GREAT.

THE SALES PICK UP DRAMATICALLY WHEN THE PROMOTER WAS MOVED INTO THE AISLE, COKE SELLS ITSELF, BUT IN THE CASE OF THIS PROMOTION, THE PROMOTER WAS NEEDED TO PERSUADE THE CUSTOMERS THAT PUT 2 IN THERE TROLLEY TO TAKE 4 OR 6 BECAUSE OF THE GIFT.

THE STORE MANAGERS AS WELL AS THE MERCHANDISER ALL AGREED THAT THIS WORKED BETTER AND THE SALE RESULTS PROOFED IT.

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SALBY CROWN MINES



DATE: 16-24/12/2010

PROMOTER: SOHINI

TIMES:

BRAND PROMOTED:

10:00-16:00

COCA - COLA (1L)

Store	Quantity Novelties Received	Quantity sold (Units)	Novelties Given away
Salby Crown Mines	217	866	217

Date	Quantity Sold (Units)	Quantity Novelties
16 Dec 2010	68	17
17 Dec 2010	120	30
18 Dec 2010	88	22
19 Dec 2010	76	19
20 Dec 2010	120	30
21 Dec 2010	188	47
22 Dec 2010	56	14
23 Dec 2010	150	38
24 Dec 2010		



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PROMOTER: JABU

BRAND PROMOTED: COCA - COLA (1L)

Store	Quantity Novelties Received	Quantity sold (Units)	Novelties Given away
Strubbens Valley	213	500	125

Date	Quantity Sold (Units)	Quantity Novelties
16 Dec 2010	116	29
17 Dec 2010	92	23
18 Dec 2010	60	15
19 Dec 2010	52	13
20 Dec 2010	56	14
21 Dec 2010	64	16
22 Dec 2010	60	15
23 Dec 2010	216	54
24 Dec 2010		



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TIMES:

BRAND PROMOTED:

10:00-16:00

COCA - COLA (1L)

Store	Quantity Novelties Received	Quantity sold (Units)	Novelties Given away
Meadowdale	213	1172	293

Date	Quantity Sold (Units)	Quantity Novelties
16 Dec 2010	48	12
17 Dec 2010	40	10
18 Dec 2010	64	16
19 Dec 2010	48	12
20 Dec 2010	92	23
21 Dec 2010	84	21
22 Dec 2010	60	15
23 Dec 2010	410	88
24 Dec 2010	384	96



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