



## Marketing Ideas - 2

### Designed for Supermarkets and Food Outlets

*The following marketing idea have been tried and tested, however UK Exhibition accepts no responsibility for your own adoption to your business. Please treat the following as guidance notes:*

**Feedback:** Please email us if you find the below information of great benefit + if you have used the idea, also tell us the results as feedback is paramount to all businesses - [Best of Luck](#)

## Match your purchase

The following marketing idea is designed to assist small privately owned supermarkets or shops within the food industry however; it can also be adopted in a wide range of service areas

Marketing idea is very popular the public as it is easy to enter and the administration is easier to run

#### The Promotion:

Customer brings their basket to the check-out, they are then invited to take a slip of paper from a Raffle Drum (UK Exhibition supply these - see Homepage) drum should be designed that the customer can only get their hand into it. They must NOT be able to see the wording on the slip of paper they withdraw until they have removed their hands from the drum

If they draw out a slip, which shows two of the products included in their basket, they win a shopping voucher for £3 or £5 or your choice, which is redeemable in your outlet

If only one of the goods on the slip of paper is included in the basket, the customer does not win

#### Equipment needed:

1. 1 x Large Raffle Drum - see UK Exhibition Homepage
2. 4,000 or more slips of paper 60mm x 30mm (approx) on which are printed the names of two products sold in the store; at least 30% of the names should be of goods in great demand.
3. Always combine a product of low cost with a product of high cost
4. Shopping vouchers for £3 and £5
5. Plastic sweet jar which has a slit in the lid
6. Pen

#### Second chance prize:

- Whether a customer wins a prize or not, he or she should write their name and address on the back of the slip.
- Slip is then placed immediately into the plastic jar for entry into a weekly draw.
- The name that is drawn wins a £5 voucher or higher value item say a bottle of Whiskey / Gin etc.
- This also ensures that slips are not reused (important) otherwise if the customer retains them they will pop back tomorrow to buy the goods on the slip plus win a voucher!

#### Tip 1:

Financial support by your supplier could prove beneficial especially if you want to offer a major prize or to continue interest in the promotion

#### Tip 2:

Ask a member of the public to draw the prize, this ensures a un-argumentative draw + draws a crowd, which in turn creates buying customers, which creates a win, win situation for your business