



Marketing Ideas - 3

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](#)

Guess the Contents of the Tins

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 popular with public as it is easy to enter and the administration is easier to run

The Promotion:

Select SIX tins of food, some popular types and some less-used products. All the tins used must be from your current stocked items. Number the tins and record their contents, then remove the labels so that only the number is left showing.

Important: Ensure that the tin does not have a maker contents stamp underneath or around it!

Place the tins in a prominent location in the store and invite shoppers to examine the tins, let them pick them up, shake them, listen to any sounds and then guess their contents

They must write down their answers on you provided forms. Each entry form must include the goods purchased receipt and this must be valued at more than £5 for a valid entry

The Draw:

- At the end of the period (could be weekly or monthly) a customer is invited to open the sealed envelope to reveal the true contents of the tins.
- Another customer opens the tins to confirm the contents
- Allow everybody else to confirm the contents - **This is good fun if created correctly**
- Then the entry forms are drawn from a drum (full public view and by another customer), one at a time they are drawn, the winner is the first correct entry drawn. They win your prize
- Prize should be something that everybody wants and worth at least £30

Tip:

If the winner is not matched - then create a role over and increase the prize value

Tip:

If the competition is still not finding a winner then reduce the tins to 4 for the next draw then 2, this will create an easier competition plus reduce the odds of not winning + find a winner - remember the idea is to encourage customers to come into your premises to buy + gain a chance of winning a prize

Tip:

Take a picture of the winner and display it - they will love it - However ask permission to display the picture