



Marketing Ideas - 7

Designed for Supermarkets, Shops, Pubs and Garden Centres

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](#)

Pick a Key

The following marketing idea is designed to assist Supermarkets, shops, garden centres and pubs 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:

The game is simple to operate and gives the customer a challenge and a great deal of fun

Each time a customer purchases goods to a certain value they have an opportunity to pick a key from a container, they must not look inside the container, use a Raffle drum (we supply these). One key is picked for every £10 spent. Customer uses the key or keys to try and open the lock. If it fits the slip of paper inside reveals the prize. If it does not fit then the key or keys are returned to the Raffle Drum

A popular prize of this promotion is a bottle of whiskey or a voucher to be spent within your store

Staff involvement is paramount as this encourages customers to return for a 2nd time plus tell all their friends and family or even work colleagues

Never leave the "Pick a Key" equipment unattended as it has been known that people try all keys whilst the manager's back is turned

Equipment needed:

- A Secure Box or better still a Safe (can get these for around £25)
- 400 Yale locks
- Raffle Drum to hold the keys
- Slip of paper inside the Safe

Tip: Approach a firm that cuts keys - they will have lots of seconds, thus reduce your overheads

Tip: Ask the firm to donate in exchange for free publicity

Tip: Get donations and this event costs about £100 to stage over wise you could be looking at more revenue

Tip: Offer small prizes to encourage participation: badges / balloons / Lolly Pops are good ideas