

Award Category: Digital Retail

Award Entry: Elevate x Lipton Tea – Pukka Night Time Tea Catch the Calm



The Objective

Showcasing Pukka Night Time Tea's benefits by engaging existing & potential SuperValu customers through a campaign-driven interactive digital game experience.

- ☕ Reinforce and educate
- ☕ Stand out
- ☕ Drive meaningful and lasting customer engagement.
- ☕ Convert digital interactions into retail sales.



Brand & Market Insights

- ☕ Crafted with dreaming organic herbs.
- ☕ Aid for users to switch off
- ☕ Removing yourself from sleep inhibitors.
- ☕ Eye catching package



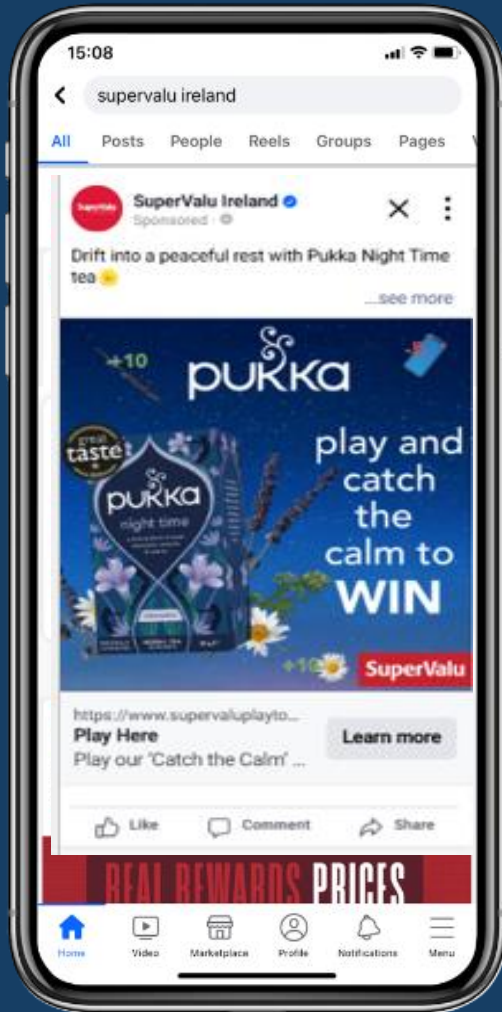
- ☕ Sleep has never been more closely monitored.
- ☕ Stress and anxiety
- ☕ January is a time to reevaluate lifestyle.
- ☕ Functional drinks category is growing.
- ☕ Screen time is the new buzz word.

Strategy

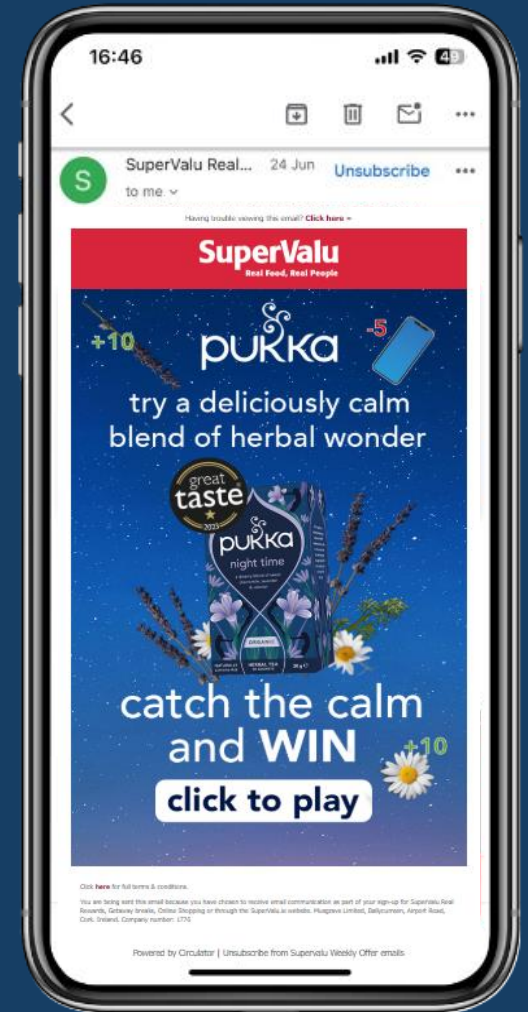
Gamification - By Combining high quality gamified experiences with access to target the correct customer segment from SuperValu's Real Rewards data, we allowed Pukka Tea a new promotional opportunity that taps directly into the human instinct to play. 80% of smartphone users use their phones to play with nearly 50% playing everyday.



Execution

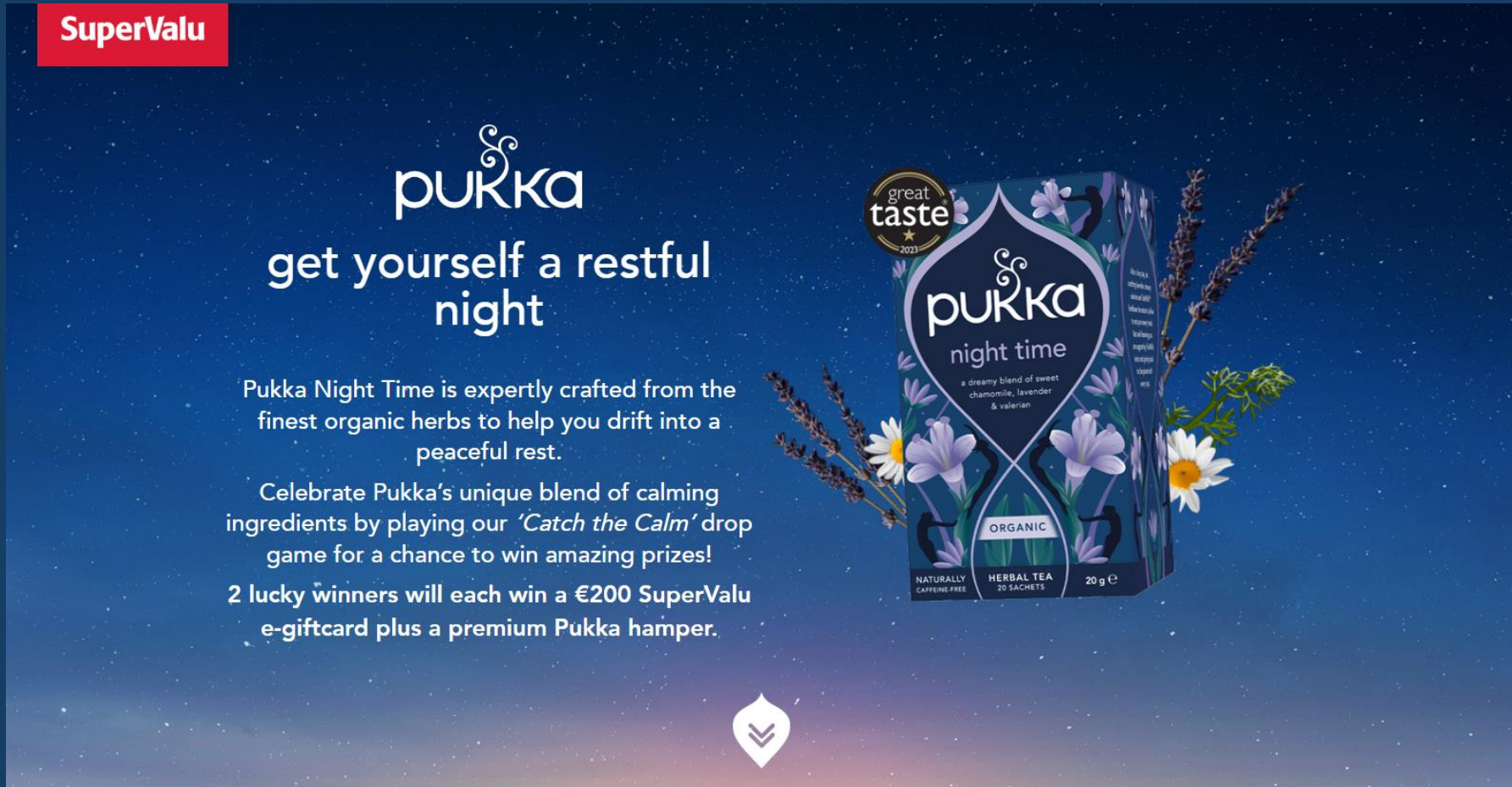


- ☕ Target opportunity customers – strategically hit customers who are lapsed herbal tea or tea category shoppers with an invitation to play the game.
- ☕ SuperValu social ad and a SuperValu email direct to customers inbox.
- ☕ Calling out an opportunity to play to be in a chance to win €200 SuperValu voucher.



Execution

Land on a bespoke Pukka Night Time Tea Microsite, allows space for strong branding opportunity, to call out key campaign messaging and the prize, before scrolling to enter the game.



The image is a mockup of a Pukka Night Time Tea microsite. It features a dark blue background with a subtle starry pattern. In the top left corner, there is a red rectangular button with the text "SuperValu" in white. The Pukka logo is centered in the upper half, with the tagline "get yourself a restful night" below it. To the right of the text is a product shot of a Pukka Night Time Tea box, which is decorated with illustrations of lavender and chamomile flowers. The box also features a "great taste 2023" award seal. Below the product shot, there is a small white icon of a teardrop shape with two downward-pointing chevrons inside. At the bottom right, the Elevate logo is visible, with the tagline "Expert Solutions For Savvy Brands" underneath it.

SuperValu

pukka
get yourself a restful night

Pukka Night Time is expertly crafted from the finest organic herbs to help you drift into a peaceful rest.

Celebrate Pukka's unique blend of calming ingredients by playing our *'Catch the Calm'* drop game for a chance to win amazing prizes!

2 lucky winners will each win a €200 SuperValu e-giftcard plus a premium Pukka hamper.

Elevate *Musgrave*
Expert Solutions For Savvy Brands

Execution



Click through to play the game.

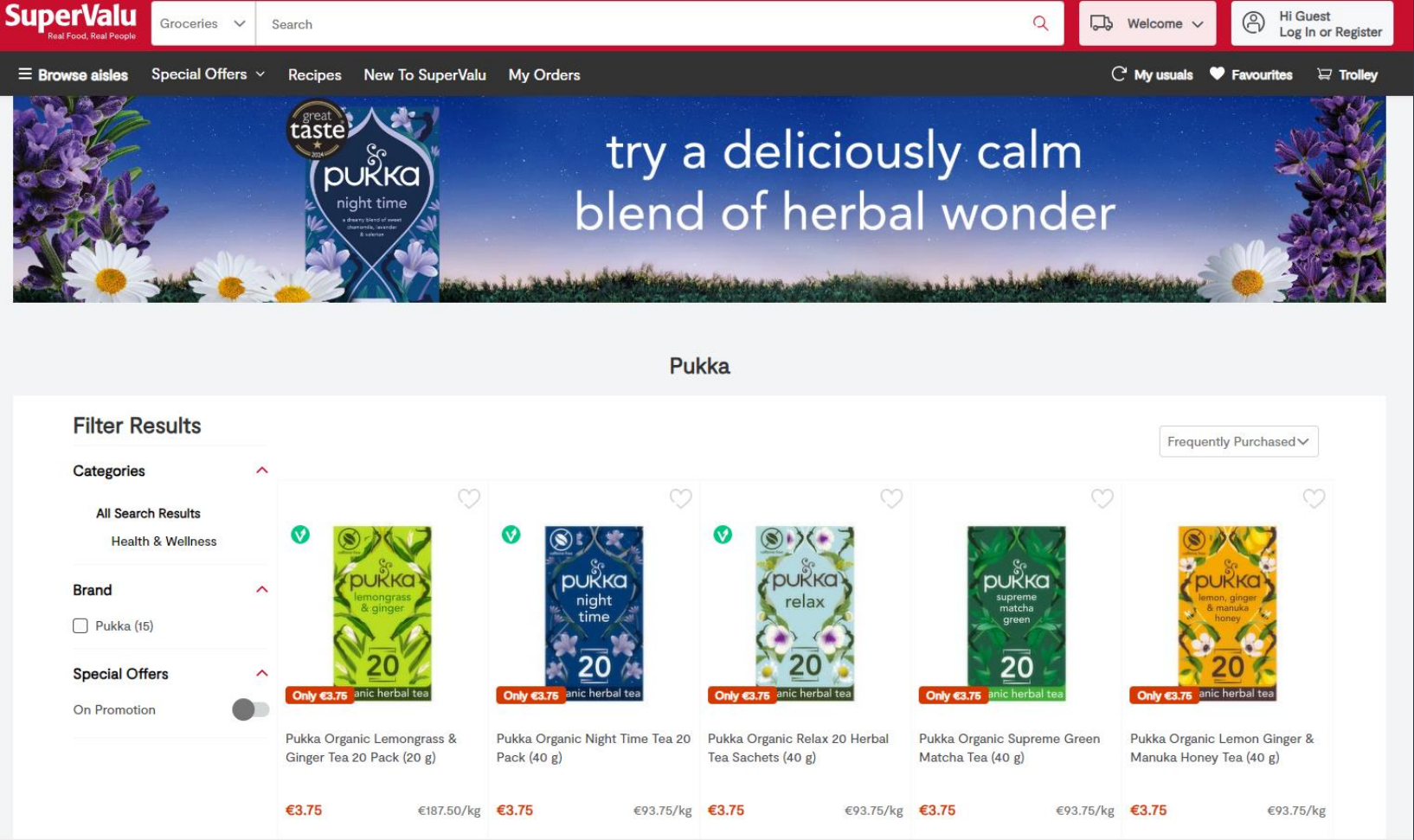


Simple but effective in both engaging the customer but also educating them on the product.

The screenshot shows a mobile game interface for SuperValu. At the top, the SuperValu logo is in a red box. Below it, the text "TO ENTER" is displayed in large blue letters. The instructions state: "Simply click the 'play now' button to register and play. Once registered, catch as many of Pukka Night Time's calming ingredients as possible within one minute. Avoid any items that could disrupt your sleep!" A score goal is set: "Score 200 points within 60 seconds to be in with a chance to win... don't worry, if you don't succeed the first time, you can try again." A red "PLAY NOW" button with a hand cursor is at the bottom left. On the right, a game preview shows a smartphone screen with a dark blue background. The phone screen displays a list of ingredients: "CATCH" (chamomile, lavender, oat, valerian) and "AVOID" (a smartphone icon and a megaphone icon). The phone screen also shows a score of 34 out of 200 points and a timer of 34 seconds left. To the right of the phone is a box of Pukka Night Time tea, labeled "great taste" and "ORGANIC".

Execution

Close the loop with finishing on a shop now button with a link through to a dedicated product page on SuperValu.ie



The Result

High User engagement

7000
Visits

135
Hours

1 min
42 sec

Effective Email Marketing

54%
Open
Rate

1,461
Clicks
to Play

Strong Social Media Reach

5,130
Clicks
to Play

Significant Retail Growth

36%
YOY
Sales
Value

60%
YOY
Unit
Sales

10%

29%
New to
Brand



Top Tip

Don't just digitize your brand, humanize it. Use digital tools to tell stories, evoke emotion, and create experiences that shoppers want to be part of or improves their life. And always close the loop with a clear path to purchase.

