

Report

Here are the 7 best lead campaigns from the food and grocery industry

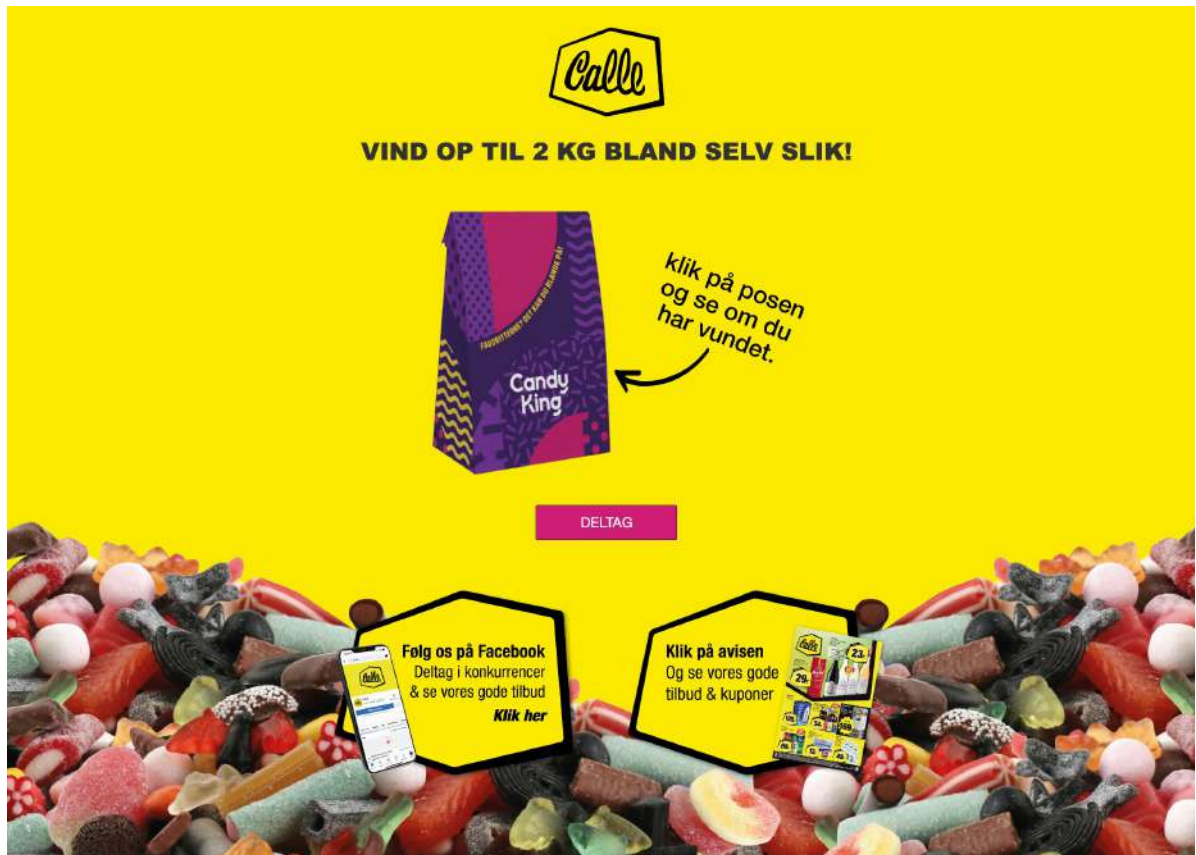
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Classic Lead Campaign

Calle executed a classic lead campaign where visitors could participate in a contest and win up to 2 kg of pick 'n' mix candy.



Campaign Objective: The aim was to increase traffic to Calle's store by offering a prize and thereby encouraging participation.

About the Lead Campaign: Calle launched a classic lead campaign where visitors had the chance to enter a contest and win up to 2 kg of pick 'n' mix candy. The campaign's focus was to attract visitors to the store to claim their prize. The campaign achieved great success with 63,222 visitors, out of which 15,794 participated, resulting in a 25% conversion rate.

Results: The campaign achieved impressive outcomes that helped boost traffic to Calle's store.

UNIQUE VISITORS

63.222

UNIQUE PARTICIPANTS

15.794

CONVERSION RATE

25%

Yes-Please Campaign

Fleggaard launched product-focused "yes-please" offers that attracted over 15,000 visitors and achieved a 30% conversion rate.

The screenshot shows a promotional banner for a "Ja tak tilbud" (Yes-Please Offer) campaign. At the top, a red banner reads "Ja tak tilbud". Below it, a white banner with red text states "Gælder fra d. 24.01.23 - 30.01.23. Kun ved fremvisning af gyldig 'ja tak' kuponkode." (Valid from 24.01.23 - 30.01.23. Only with valid 'ja tak' coupon code). The main offer details are: "Nestlé Morgenmad 350-375 g. Flere varianter. Pr. kg max 34,66. Max 6 stk. pr. kunde. Herefter 18,88 pr. stk." Below this, several Nestlé cereal boxes are displayed: LIO, GINI, Nesquik, and Cheerios. A yellow tag indicates "SPAR 31% (pr. stk.)" and a red tag shows "Pr. stk. 13,-". At the bottom, it says "Der er kun 10 ja tak tilbud tilbage!" (Only 10 'ja tak' offers left!) and a green button labeled "JA TAK" is visible.

Campaign Objective: Fleggaard's goal was to promote selected offers and drive traffic to their stores during a slow period.

About the Lead Campaign: Fleggaard introduced a range of product-focused "yes-please" offers that were visited by more than 15,000 participants across 5 different locations. A total of 4,650 participants availed of their "yes-please" offers, resulting in a 30% conversion rate. The offer could only be redeemed physically in-store and was designed to attract customers during a period of low activity.

Results: Fleggaard succeeded with their "yes-please" offer campaign, which helped increase traffic to their stores.

UNIQUE PARTICIPANTS

15.000

YES-PLEASE TO OFFERS

4.650

CONVERSION RATE

30%

Loyalty Campaign

Brugseni used gamification as part of their marketing strategy to launch their new app and attract more loyal customers.



Campaign objective: Brugseni aimed to enhance benefits for their loyal customers and the conversion rate for their new app through strategic gamification marketing.

About the lead campaign: Brugseni launched their new digital loyalty program with a Wheel of Fortune campaign. They offered loyal customers extra benefits such as discount codes, popular products, and a chance to win a big prize.

Results: The campaign attracted over 57,000 participants through the app, generated over 9,000 new leads for Brugseni, and increased the number of members in their loyalty program to over 38,000.

UNIQUE PARTICIPANTS

57.000

UNIQUE NEW LEADS

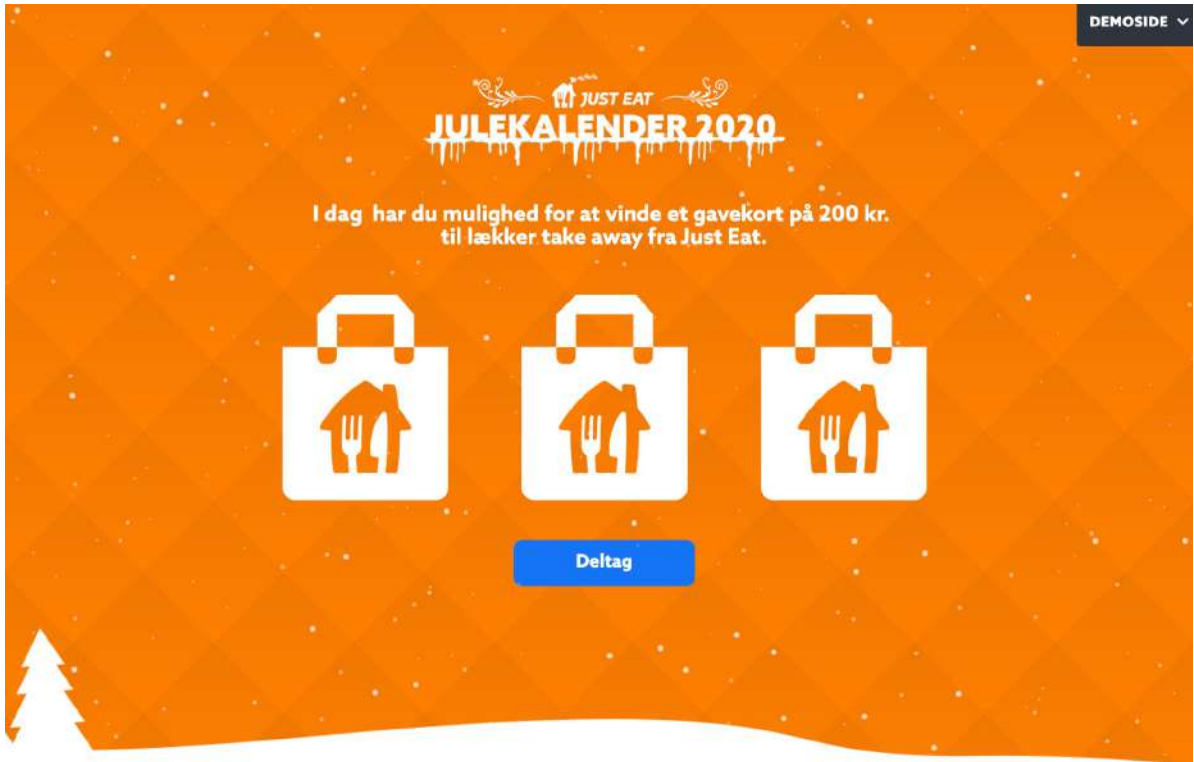
9.000

INCREASED MEMBERSHIP

38.000

Advent Calendar Campaign

Just-Eat launched a Christmas calendar campaign with daily prizes that attracted over 200,000 participants per day.



Campaign Objective: Just-Eat aimed to reinforce their brand awareness among the target audience and simultaneously offer them the chance to win free delivery and discount coupons for later use.

About the Lead Campaign: Just-Eat ran a Christmas calendar campaign with a new door opening every day for 24 days in December. Over 200,000 people viewed the calendar daily, achieving an impressive participation rate of 87%. A total of 174,000 active participants engaged in the campaign.

Results: The campaign bolstered Just-Eat's brand and garnered attention among the target audience. The high participation rate and active engagement contributed to a successful campaign.

UNIQUE VISITORS

200.000

UNIQUE PARTICIPANTS

174.000

CONVERSION RATE

87%

Advent Campaign

Coop executed an Advent campaign throughout December, attracting over 100,000 visitors.



Campaign Objective: Coop's objective was to attract shopping and consumer behavior to their stores during a period of increased purchasing.

About the Lead Campaign: Coop launched an Advent campaign in December that garnered over 100,000 visitors, with more than 60,000 choosing to participate. This resulted in an impressive 60% conversion rate. The focus was on drawing customers and consumption patterns to Coop's stores during a time of typically higher shopping activity.

Results: The campaign achieved significant success by attracting a substantial number of visitors and achieving a high conversion rate, which helped stimulate purchases and consumption in Coop's stores.

UNIQUE VISITORS

100.000

UNIQUE PARTICIPANTS

60.000

CONVERSION RATE

60%

Product Campaign

Rascals Brewing Company achieved a 259% ROI with a Wheel of Fortune campaign designed to attract their target audience.



Campaign Objective: Rascals Brewing Company aimed to engage their target audience and increase sales through a uniquely branded Wheel of Fortune campaign.

About the Lead Campaign: Rascals Brewing Company crafted a uniquely branded Wheel of Fortune campaign where participants entered their details, spun the wheel, and found out if they had won. Participants had a chance to win various cases of Rascals' amazing beer or discount codes for their online shop. This campaign featured an instant win format, giving participants the satisfaction of knowing immediately whether they had won or not.

Results: Rascals achieved an impressive surge in newsletter subscribers, increased sales, and a 259% ROI.

INCREASE IN MONTHLY
NEWSLETTER SUBSCRIBERS

275%

PERCENTAGE OF ORDERS THAT
CAME FROM THE NEWSLETTER

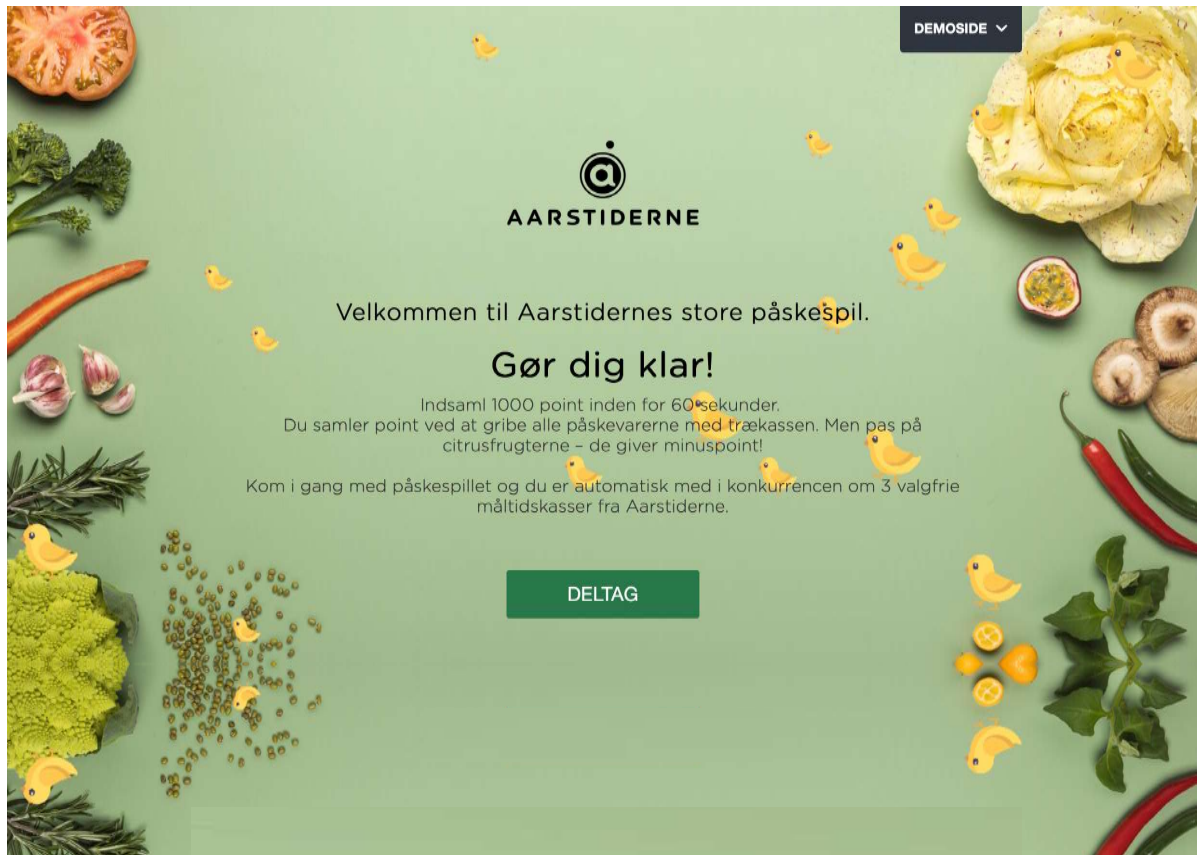
35%

ROI

259%

Easter Campaign

Aarstiderne held an Easter campaign with an interactive game that attracted 14,280 unique visitors and resulted in 4,592 leads.



Campaign Objective: Aarstiderne aimed to gather leads to attract new customers through their Easter campaign featuring the interactive game.

About the Lead Campaign: Aarstiderne launched an Easter campaign where participants could play an interactive game. 14,280 unique visitors engaged, and 4,592 chose to participate in the campaign, resulting in a 32% conversion rate.

Results: The campaign attracted many visitors and achieved a significant conversion rate, helping expand Aarstiderne's customer base.

UNIQUE VISITORS

14.280

UNIQUE PARTICIPANTS

4.592

CONVERSION RATE

32%

Book

Demo call



Schedule a Call with One of Our Representatives and Learn What Scratcher Can Do for You

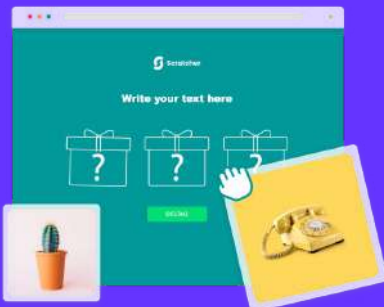
Learn how your company can use Scratcher to collect leads, increase engagement, and boost your sales.

Are you ready to enhance your marketing strategy?

scratcher.io/contact

Try

14 days free trial period



Create a Free Account and Build Your First Campaign!

- Choose from 20+ game types
- User-friendly drag-and-drop editor
- No setup fees or hidden gimmicks

Are you ready to enhance your marketing strategy?

app.scratcher.io/register

Here's What Our Customers Are Saying

”

“Scratcher has meant that we now have an extension of our system that opens up for even more possibilities in our lead collection.

In fact, for a period, we experienced that we collected more leads than we could allocate to our partners.”



Karoline Lykke

Communication Manager at Danish Housing Assessment

”

“I would recommend Scratcher for people who want to get a game that looks better, is cheaper than competitors, and where they are also able to set it up, test it, and tweak it themselves – the platform is ideal if you are looking to get really familiar with gamification whether you’re a team lead or a specialist.”



Joakim Sigvardt

E-commerce Manager at Power

”

“[We] saw a huge, huge rate on people who were going through [the calendar] ... the conversions were higher than I've ever seen! But, also what was really interesting to see was that we gained ... 130% more on our newsletter! The numbers were quite low from a starting point of view, but the percentage was really high once we were done.”



Casper Swanemose

Marketing Manager at Continental