

Client case study: Distell Amplify

Program Type: Sales and channel incentive solutions

Industry: Beverage

Participants: 1 600+

Budget: R3-5million [Actual R5.5m]



# CHANNEL INCENTIVE BOOSTS SALES, BUILDS BUSINESSES

The spirit of corporate social investment, combined with a business focused incentive, helped a multi-national supplier make a meaningful connection with their on-consumption outlet customers.

## The challenge

Our client, a major South African beverage producer, saw need and opportunity in their on-consumption outlet channel. We were briefed to design an incentive solution that would strengthen customer relationships, recognise and reward loyalty and increase sales. The metrics for this new program was 75% compliance with product availability requirements.

## The solution

Solid relationships start by meeting people where they're at. We developed a sales incentive program that featured a bundle of products that were both popular and profitable in the channel, then provided the incentives and support businesses needed to merchandise and sell the products effectively.

Communications were an important aspect of the program. We ran a heavy communications schedule of informative, educational and motivational messages delivered via email and SMS.

The program website served as the main communications portal, with sections dedicated to business articles, tools and product information. A gamification element encouraged engagement with all of the resources on offer.

The client is proud of their CSI initiatives and these were also featured on the program website, as a way to establish common ground among business owners.

Social media was also instrumental in nurturing strong channel relationships. When COVID-19 lockdown measures threatened the survival of many businesses, we launched a Facebook group to open a forum for conversation, mutual support, advice and reassurance. Business owners could share experiences and our client could listen and respond directly to individual concerns. The message was one of uniting in the face of a global health crisis, economic fallout and an uncertain future.

The program has created a solid platform for our client to connect with their channel in a meaningful way and support the recovery and revival of their on-consumption outlet customers.



## The program comprised:

- **Website Featuring**
  - Gamification monthly product Q&A with prizes for correct responses
  - Biz Lounge – a learning portal, plus a collection of business articles and information
  - Sustainability showcase – update on client's CSI projects in local communities
- **Frequent**
- **Closed Facebook Group**
- **Rewards**
  - Monthly lucky draw prizes
  - Local and international travel
  - Rugby World Cup tickets
  - Nedbank Gold Challenge tickets
  - Merchandise bundles featuring professional equipment
  - **awardscard**® now incentive gift card for in-store shopping
  - Digital retail vouchers



## → RESULTS

- 89% of outlets met qualification criterias
- 94% of all outlets registered for the program

We specialise in end-to-end engagement solutions using a holistic approach that connects employees, sales and channel partners, and customers.

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