

Demystifying Promo Risk

“ Forecasting is
extremely
hazardous
especially when
applied to the
future ”

Rupert Postlethwaite

halo.

halopromorisk.com

So, Halo...! What do you do?

We provide
Fixed Cost
Sales Promotions

That make **BIG** ideas
happen...

Globally



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What is Fixed Cost?

A form of promotional
risk insurance

Allows a campaign to be
budgeted with 100% cost
certainty

We guarantee costs at the outset

To make your campaigns happen

The logo for halo. is located in the bottom left corner. It consists of the word "halo." in a lowercase, sans-serif font, colored in a bright cyan or light blue. The text is enclosed within a thin, yellow square border.

Why use it?

Budget Protection

Provide cost certainty when final performance is unknown

Budget Amplification

Provide a greater headline with play rate modelling
No entry cap

Creativity

Provide a safety net for creative innovation

Business Margin

Provide protected margin opportunities

Single
Fixed Cost
with reinsurance
cover

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When to use it?

YES:

Any campaign that has a variable cost and response rate is unknown

NO:

Any campaign where Prize fund is guaranteed or response does not have a cost

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Common Routes

- **Instant Win**
- **Guaranteed Reward**
- **Games of Chance**
- **MONP or FP Coupons**

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Encouraged spend with
VISA in **Botswana**
 Via an **Instant Win**



Helped the **Swedes**
 give up smoking with a
satisfaction guarantee

Given **Norwegians**
 fresh breath
 With **risk free trial**



Looked after **Brit's** at
 Breakfast time with a
cashback



Partied in
South Africa
 With **instant win**
 cash share out



Made **Americans'**
 hair great again
 With **national TV**
 advertised **money**
 back **guarantee**

32,000,000
Bottles of Vimto
Instant Win Cash
Giveaway



11,000,000
Bags of Chips
Money Back
Guarantee



50,000,000 Bags of Salad
With a Freshness guarantee



330,000,000 Bottles of
Krombacher Lager
€16.49m Liability Instant
Win & Cashback



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4,000,000
Bags of
Cat Food
Trialed at no
risk



2,000,000 Pairs of
Incontinence Pants
£16,000,000 trial coupons



Fixed Cost Campaigns in action

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Free vs Save vs Win?

- Access to more powerful language
- Maximise impact
- Secure retail/trade support
- Extra display space
- Cut through clutter
- Drive sales

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Cadbury

FREE NUTTIER ACTIVITIES WITH EVERY PACK

**Gym pass for
your sit-ups**

**Movie pass for
your sit-downs**

TEXT 'NUTTIER' TO 60777 TO CLAIM

Turning **Win**
into **Free**

Challenge

To run a national retailer specific trial promotion with a simple guaranteed reward for purchase



Th

TOGETHER
WE JOY



SHARE 2 APEROL SPRITZ
ON US

Turning **Save** into **Free**

Challenge

Campari were looking for a bold campaign to help celebrate the end of lockdown and the reopening of bars and restaurants

SINCE 1908

VIMTO

BIG CASH

GIVEAWAY

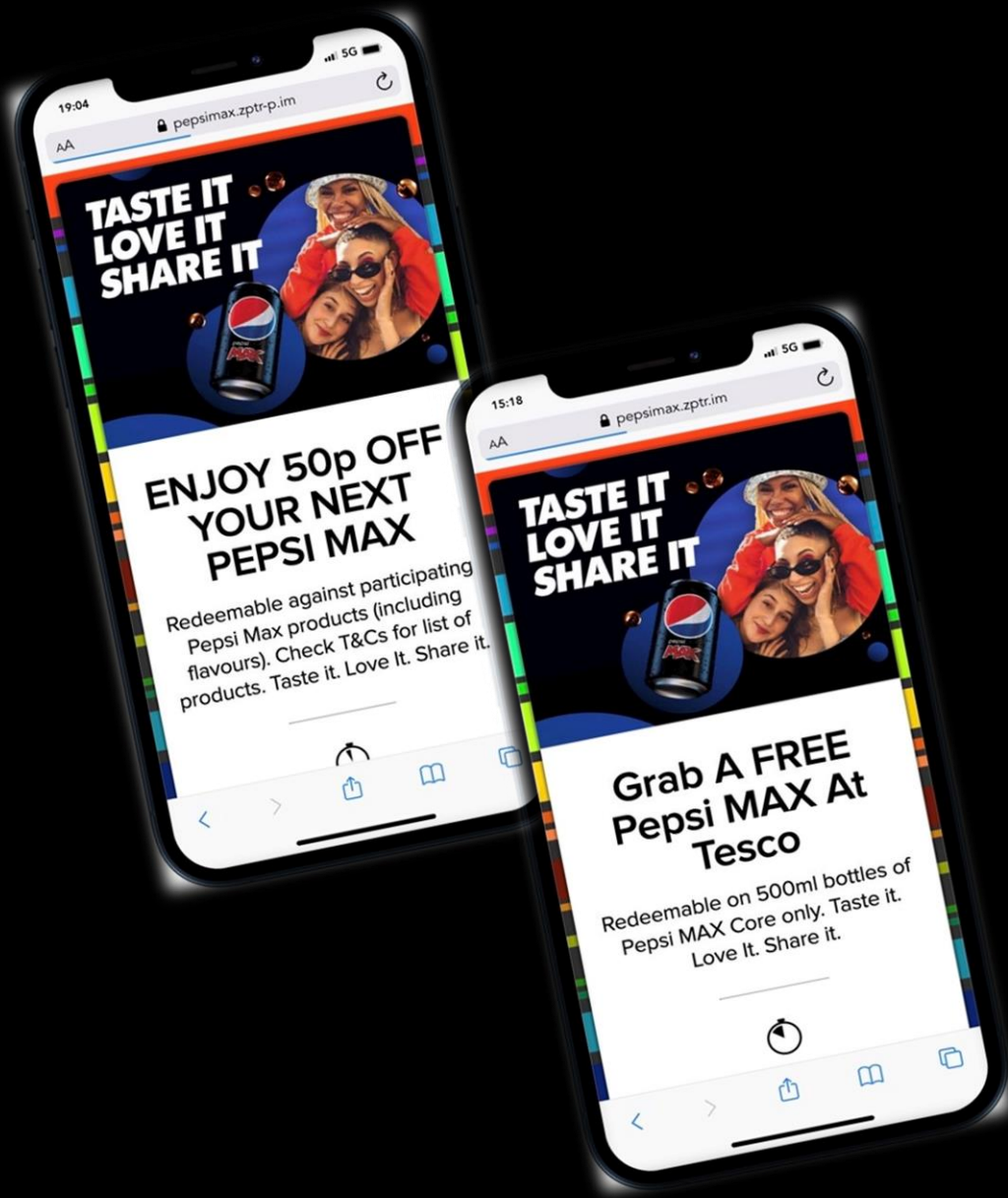
WIN A SHARE OF
£100,000

**HAVE YOU
WON £10?**

Turning **WIN** some into **WIN** lots

Challenge

To run a campaign that created a noise in the market place whilst the brand was forced to increase RRP. A modest budget was available.



Turning **FREE & SAVE** into **a WIN WIN**

Mechanic

Send your friend a digital coupon for a FREE bottle of Pepsi and get a 50p digital MONP for yourself.



Turning **FREE & SAVE** into **a WIN WIN!**

Learnings

Ensure the message and mechanic is clear and position it where it can be seen.

Everyone loves a Freebie.

Reward after sharing.

At **halo.** we love
big ideas but
sometimes big
can mean

risky

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4,000,000 FREE Pints
of Camden Lager if a
Sub Scored a goal in the
2022 World Cup Finals

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R5,000,000 FREE TVs
if South Africa
Win the 2023
Rugby World Cup Final

The numbers



How is a Fixed Fee calculated?

$$\begin{aligned} & \text{Number of opportunities (universe)} \\ & \quad \times \\ & \quad \text{Cost per response} \\ & \quad \quad \times \\ & \quad \quad \text{Anticipated redemption or play rate} \\ & \quad \quad \quad + \\ & \quad \quad \quad \text{plus any fixed set up/customer service costs} \\ & \quad \quad \quad = \\ & \quad \quad \quad \text{£ ONE FIXED COST} \end{aligned}$$

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Factors affecting our view

Reward

- Value
 - Attractiveness
 - Collectability
- Perceived chance of winning/getting

commercial
decision

Journey

- Mechanic
- Purchases required (vs AWOP/FOP)
- Ease of participation
- Cost of participation
- Entry limits

History

- Previous response rates
- Other relevant past activities

Creative

- Strength and clarity of messaging
- On pack vs off pack
- Support type and spend

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Performance Tracker

Mechanic

Red. Rates & sales uplifts

Try Me Free Taste Challenge MBG			7-12%	10%
			2-3%	up to 5%
			<1%	up to 5%
Coupons				
	On Pack		20-30%	upto 10%
	Door to Door		3-10%	
	DM		15-25%	
	Mag		1-5%	
	Sampling		10-25%	
FMI	On Pack		5-20%	5%
Instant Win	BWS	10-15%		up to 10%
	Conf/Snack	5-10%		
	Household	10-20%		
1 in 5/10/20 wins		10-25%		up to 20%
SLP		2-5%		

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Beer Brand – budget £50,000

Option 1: Win 5 trips to LA

Option 2: £500,000 Holiday Giveaway
Win a Trip to LA every day

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Beer Brand – budget £100,000

Option 1: Win A Pint if England score a penalty 10,000 pints to be won

Option 2: FREE Beer when England score

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Spirit Brand - budget £100,000

Option 1: WIN a diamond 15 to be won

Option 2: Win part of a 250 diamond heist

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Pizza Brand - budget £100,000

BIG Night In BIG Night Out

Option 1: WIN 10,000 Cinema Tickets or Chili Movies

Option 2: FREE Odeon Cinema Ticket or Movie Download with 2 packs

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Soft Drink - budget £50,000

Option 1: Win 1,000 Sports Kits

Option 2: £1,00,000 worth of sports gear to be won

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Fixed Cost Check List

Do

- Brief Halo when the outcome is unknown to **compare options**
- Ask us anything
- Get your numbers in check dates/universe/prizes/costs
- Show us EVERYTHING!
- Bring us the **BIG** creative ideas

Don't

- Brief Halo when all prizes will be won or uptake makes no difference to budget
- Assume anything
- Finalise budget until all parameters have been set
- Keep anything under wraps
- Think anything is too crazy to cover

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Our Story

Halo was launched in 2019 as a dedicated specialist fixed fee business

We've been doing this for the past 15 years under the Opia Risk name

We are owned by Village Roadshow, a \$500million Australian plc who are leaders in...



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Cinema
Theme Parks
Film & TV Production
Lifestyle Rewards

Our Story

A mix of senior agency
and risk management
experience

Offering promotional risk
solutions globally and
across multiple sectors

Preferred provider to
many agency and brand
owners due to our...

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Expertise
Agility
Value
Security

Thanks 😊

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