

## Major Sweepstakes

Management Resources committed to a major promotional activity that would cover all markets and maximize awareness and exposure at a time when the paid advertising and other marketing programs were in full swing. This promotional activity needed to stand out from all the clutter of destination advertising and promotions hitting the consumer.

Management Resources developed three promotional partners: Canadian Pacific Airlines, Holland America Westours and Safeway. In so doing, each partner was assured the maximum amount of exposure. As the Official Airline of EXPO 86, Canadian Pacific Airlines was a natural for the program and they also were after an increased share of the California market. Holland America Westours, the Official Cruise and Cruise Tour Company for EXPO 86 agreed to participate assuring them maximum exposure for their cruises from California to Alaska. Finally, Safeway was selected as the retail vehicle because of their overall west coast market position, number of stores (more points of entry and 6 million in store traffic per week) and of course their media budget.

The total prize package or "goody bag" consisted of 2000 airline seats, 2000 room nights and 6000 one day admission tickets to Expo. As a consumer visiting a Safeway store, you could win a 3 day - 2 night trip for two to EXPO 86. Depending on the market size, the number of trips offered would vary from 30 trips as in the case of Portland, Oregon to 400 trips as in the case of the Los Angeles market. Management Resources coordinated with five different Safeway divisions to participate. Not only did Management Resources have to convince them to participate, the numbers of trips for each division had to be negotiated. In addition, each division had to be convinced to convert as much of their media dollars as possible, specifically, television, radio, print and in-store for a 4-6 week period to the sweepstakes during January/February/March to coincide with Expo's hype.

All west coast Safeway divisions participated, including Hawaii and Arizona. In each of the 645 stores, displays of sweepstakes window banners, bags, mobiles, bag stuffers, etc. dominated the stores' theme for 4-6 weeks. A major share of the media from radio, television, and newspapers was converted to the "Don't Miss It For The World" Sweepstakes. The media value to Expo and its partners reached over \$5,000,000 USD. Safeway has proclaimed it the most successful promotion to date with over 10 million entries received. (see attachment C)