



LINDT GOLD BUNNY

ONLINE 2010 EASTER CAMPAIGN

CLIENT BRIEF

Create an online easter campaign that engages Mums and Kids and encourages participants to play and enter the prize draw to win a 1KG Lindt Gold Bunny. Online execution must be engaging, easy to play - but a challenge (!) and should encourage people to share with their friends and return frequently to play.

CLIENT PRE-CAMPAIGN OBJECTIVES

- 20,000 Unique Visitors to Site within 30 days.
- 10,000 Game and Prize Draw Registrants within 30 days..

CAMPAIGN ELEMENTS

- Interactive Lindt Gold Bunny Animated Game.
- Online Banner Advertising Campaign.
- ECRM Campaign.
- Cross Database Marketing with Aligned Brands.

CAMPAIGN EFFECTIVENESS - 23 DAYS IN TO A 30 DAY CAMPAIGN

38,000+ Visitors in 23 Days..!

18,000+ Game Registrants in 23 Days..!

6.24% Bounce Rate (Over 9 out of 10 visitors enjoy the site!)

47% Conversion of Visitors to Database

5.12 Minutes Average Site Time

PLAY 'FIND THE LINDT GOLD BUNNY'

<http://www.lindtgoldbunny.co.uk/>



HEAD OFFICE

Desford Hall Leicester Ln.
Leicester LE9 9JJ
T. +44 (0)116 2448222
F. +44 (0)116 2448666

LONDON

31 Clerkenwell Close
London EC1R 0AT
T. +44 (0)207 061 6461

INFORMATION

www.standoutuk.com
<http://twitter.com/StandoutUK>
info@standoutuk.com