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PROMOTIONS

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TSE CASE STUDIES



Client: Colgate-Palmolive & Jetro
Project: Sweepstakes
Program: Soccer Viewing Party Sweepstakes
Celebrity: Giovanni Savarese

When Colgate-Palmolive wanted to leverage the popularity of the 2006 FIFA World Cup to improve sales in the Hispanic community, TSE created a sweepstakes program that produced outstanding results.



TSE delivered impact results for Colgate-Palmolive & Jetro and can do the same for you! Call (877) 621-5243 to speak with a TSE Representative or fill out our [contact form](#) for more information.

Project Overview

- ▶ TSE developed a sweepstakes promotion for Colgate-Palmolive and Jetro Cash & Carry that was executed at independently-owned FoodBase and Rainbow markets in the New York tri-state area
- ▶ The promotion leveraged the popularity of the 2006 FIFA World Cup by giving Hispanic shoppers the opportunity to attend a viewing party in New York City to watch Italy take on France in the tournament finals
 10 grand-prize winners and a guest received invitations to the party which featured a Spanish buffet, an open bar and a personal appearance by Venezuelan soccer great Giovanni Savarese
 100 first-prize winners received a mini-soccer ball and 5 second-prize winners got a year's supply of Fabuloso and Suavitel

TSE Involvement in Program Execution

- ▶ Handled creation of the artwork for the bilingual promotional materials, prize fulfillment and legalities which featured Spanish translation of all the rules and regulations
- ▶ Negotiated the appearance contract with Giovanni Savarese
- ▶ A TSE event team was on-site at the viewing party

Results

- ▶ Generated a case lift of more than 1,200% resulting in an ROI of 54.2
- ▶ This case lift encompassed:
 - * 16 pallets of Colgate Toothpaste
 - * 8,000 cases of Palmolive Dish Liquid
 - * 13,000 cases of Suavitel Fabric Softener
 - * 4,000 cases of Fabuloso Cleaner
- ▶ Created greater awareness for Colgate-Palmolive products in FoodBase and Rainbow markets via POS, in-store flyers and window posters
- ▶ Enabled Colgate-Palmolive and Jetro Cash & Carry to entertain owners of FoodBase and Rainbow markets

ALSO FROM TSE



TSE leveraged Dodge's NASCAR sponsorship with a promotion that engaged its target consumer and increased sales.

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