

Schlecker - Pharmacy

One of the largest European pharmacy-led health and beauty group successfully and efficiently used mobile technologies when promoting its product.

SCHLECKER GmbH
www.schlecker.cz

SCHLECKER

In cooperation with

T-Mobile Czech Republic PLC
www.t-mobile.cz

Tektronix, Inc.
www.tek.com

bee vendo Ltd.
www.beevendo.com

Market segment

Retailer
Pharmaceutical industry

Issue

Sales of the product Geriavit Pharmaton and Schlecker brand support.
Customers targeting depending on the customer profile, time and location.
Decreasing the costs of getting a new customer.

Solution

The customer is informed about products via SMS message.
Advertising message is sent based on the customer profile defined according to the location and accurate timing for delivering SMS.

Advertising campaign conditions

Venue: 2 pharmacies in the Prague centre
Location: pharmacies´ 1 km circuit
Timing: 14.12. - 21.12. 2009.
Period of delivering SMS: 30 hours
Target audience: women 25-45

Quick and effective reach of the customer

Schlecker is one of the largest retailers of health-care products and pharmaceutical goods in Europe. The annual turnover of the company varies around CZK 2.3 billion per year. The retail chain consists of 170 shops which provide a service to a million customers a week.

The company decided to promote Geriavit Pharmaton at a bargain price. This product was communicated only via mobile technology of the bee vendo platform. The customer could only apply for a discount after showing the text message. In addition to the purchased product the customer received a small gift.

The campaign objective was the fast and effective promotion of the Geriavit capsules to the target audience for particular stores in the retail chain.

Campaign conditions

Area

Two pharmacies in the centre of Prague were selected for the pilot project. The area for reaching customers was surroundings of the pharmacies less than 1 km from the location of the store.

Campaign timing

The campaign was from 14.12. till 21.12.2009, from 11AM to 1PM and from 3PM to 6PM. The total time of delivering text messages was 30 hours.

Target audience

The target audience was defined as women 25 - 45. This profile was represented by 51.040 telephone numbers provided by T-Mobile.

Text of the SMS message

“*A free gift with this SMS when purchasing GERIAVIT PHARMATON 100 capsules for CZK 725. The SCHLECKER pharmacy wishes you a Merry Christmas, {address of the pharmacy}. The price is valid until 27.12.09.”

Motivating element

Each customer showing the SMS message received a cosmetics free sample as gift.



Results

During the campaign 6.050 customers were reached.

848 customers purchased capsules and received a gift.

Each seventh reached customer responded to the message.

The conversion rate was 14.02%.

Used systems

beevendo – Location Based Services

SMS Connect

Keywords

Location-Based Services

Location-Based Mobile Marketing

Push SMS

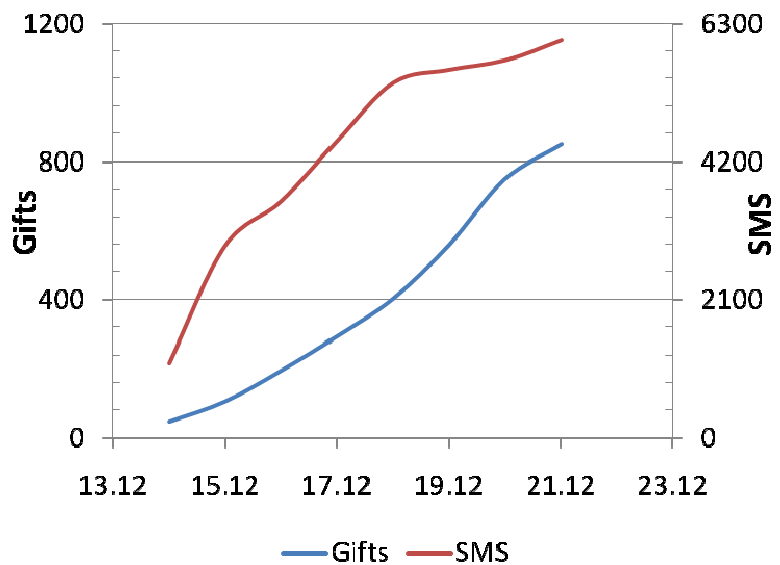
Advertising message

Evaluation of the campaign

During the campaign a total of 6.050 messages was sent which is 11.85% of the total number of telephone numbers. The maximum number of messages sent per day was 1.786 messages and the average daily number of sent messages was 756. The maximum speed for delivering messages was 401 messages per hour and the average speed of delivering messages was 202 SMS per hour.

848 gifts were given out during the campaign which was 14.02% of the total number of sent messages. The maximum number of distributed gifts per day was 192 on Sunday particularly and on average 106 gifts per day were given out.

Originally the campaign was planned up to 27.12.2009. The gifts already ran out on 21.12.2009 because of the great interest of customers. That was the reason why the conversion rate could not be measured properly and the campaign was stopped.



Cumulative process of delivering SMS messages and giving out gifts during the campaign.

“We were pleasantly surprised by the fast and down-to-earth response of customers”.

Petr Dolezal,
Managing Director of
Schlecker

Conclusion

The Geriavit Pharmaton campaign was very successful. “Promoting the product via mobile technologies astonished us,” says Petr Dolezal, Managing Director of Schlecker and adds: “The response of our customers to the received SMS was really very fast, a few minutes after the start of the campaign the first customers came up. Quite high price of the product did not affect the success of the campaign. “It was usual for customers to purchase several packages at once and, of course other goods, too,” says a shop assistant working in one of the pharmacies. It is also important that no negative responses about SMS were received during the campaign.

The very high 14% conversion rate proves that the beevendo platform is suitable for the fast and effective support of sales promotions.



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