

L.A. TAN \$25,000.00 Holiday Shopping Spree Marketing Strategy



Goals

1. Build your brand
2. Sell product
3. Generate a buzz as your clients tell friends and family.

L.A. TAN wants to promote tanning during the holiday season. L.A. TAN prints cards with the promotion built around "Win A \$25,000.00 Shopping Spree".

- First the consumers use their mobile phones to download an L.A. TAN Mobile Coupon.
- Then the consumer redeems the coupon by going into the participating L.A. TAN and letting the staff write down the unique coupon code. A system is in place that L.A. TAN has and honors the Mobile Coupon for the purchase of the tanning package.
- The consumer then gets an entree into the *\$25,000.00 Holiday Shopping Spree Lucky List* promotion with the chance to instantly win once they have guessed the proper order of the Lucky List.

What you get from this promotion...

1. People talking about their tan and L.A. TAN
2. People talking about the \$25,000.00 Holiday Shopping Spree
3. L.A. TAN will get more customers from the word of mouth as customers talk.
- 4. More sales and more profits**
5. Along with building data on the consumers who used the coupons for future promotions
6. A green promotion that is environmentally sound that your company can use for good PR

