

# Prilosec OTC Gets Moms Buzzing With The Winning Play Giveaway

Manning, Selvage & Lee (MS&L) was brought in to develop a cost-effective, creative promotion centered on giving away eight Super Bowl tickets on behalf of the frequent heartburn medication Prilosec OTC, marketed by Procter & Gamble (P&G). Within a one month timeframe, MS&L led multiple partner agencies in developing a social media (blogger) campaign involving an online sweepstakes with an instant-win component.

## Challenge:

- Raise awareness of and entry for the “Prilosec OTC Winning Play Giveaway” sweepstakes
- Drive product trial among entrants who qualified as frequent heartburn sufferers

## Audience:

Busy, family-focused, sports lovers who participate in sweepstakes

## Activities:

- Developed an online instant-win sweepstakes. To provide instant gratification and motivate consumers to return and play the game on another day, consumers had an opportunity win one of more than 100 prizes each time they played
- Assembled a database of 200 influential blogs, message boards and Web sites in the area of sports, parenting and contests
- Created a rich media “widget” as a tool for consumers to upload to their blog or social networking page. The widget included a countdown clock to illustrate how many days were left to participate in the sweepstakes and allowed bloggers to easily publicize the contest information to their network and drive click-throughs for the game
- Developed a Facebook profile to generate organic traffic to the instant-win game

## Results:

- Reached 1,225,000 unique visitors on blogs (e.g. About.com, NFL GridIron Gab, 5 Minutes for Mom)
- 1,189 widget placements on blogs
- 75,789 unique visitors to promotion site and 25,275 unique sweepstakes entries/registered profiles
- 39% of registered entrants qualified for a Prilosec OTC sample; 9,928 samples were distributed

## Case Study Library



- Secured placement in an Associated Press story regarding non-traditional executions surrounding the Super Bowl

**Client:** Procter & Gamble

**Agency:** MS&L

**Budget:** \$50,000

**Date of Campaign:** December 2007-January 2008