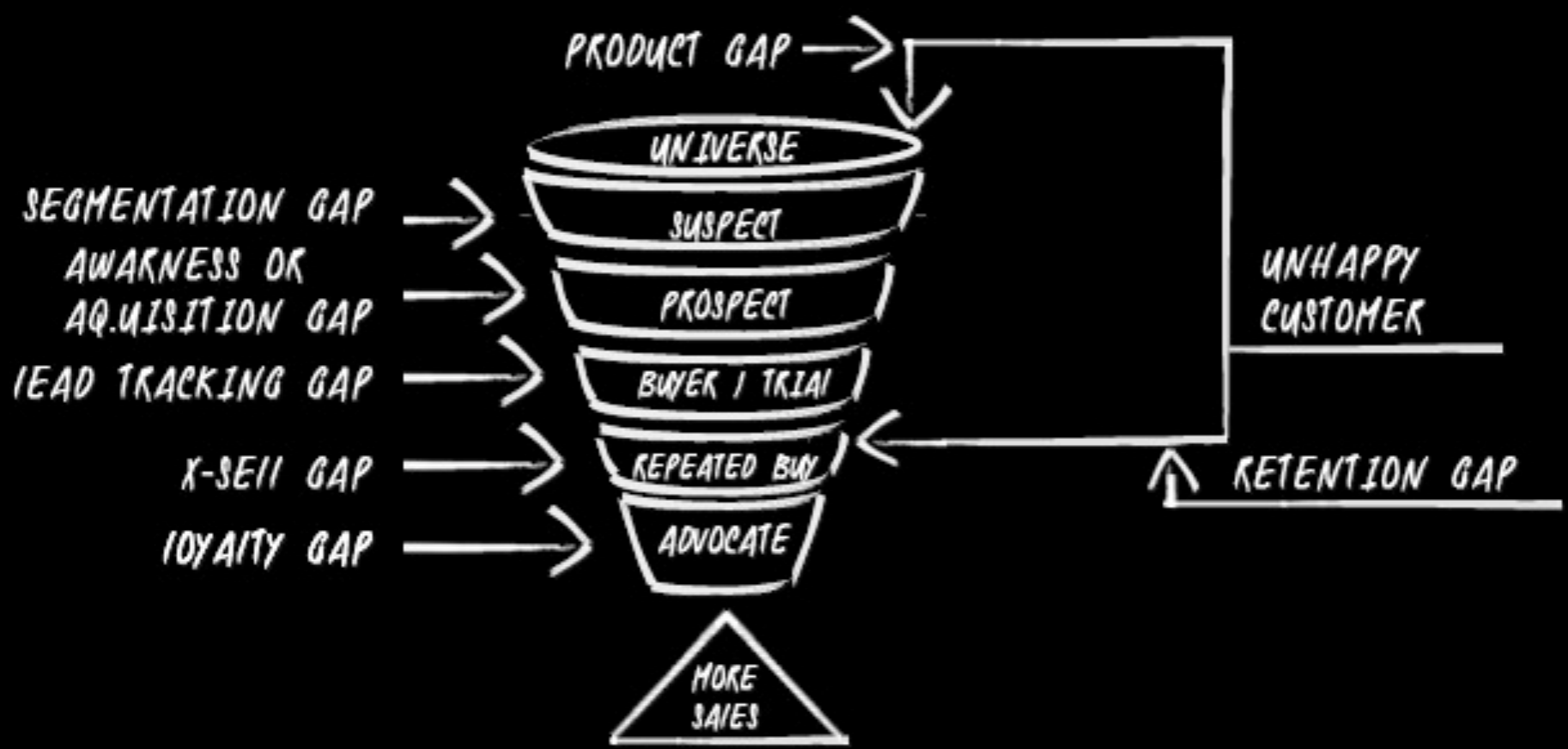




Tangible results in Retail with
CRM + Interactive (eCRM)



Step 1 - Objectives

Data collecting

Promote private labels

Work on price perception



HOME

DESPRE NOI

MAGAZINE

PROMOTII

MARCI
PROPRII

RETETE SI
RECOMANDARI

CARIERE

CONTACT

▶ Brosura

▶ Castigatori Concursuri

MAGAZINE MEGA IMAGE



NEWSLETTER MEGA IMAGE



Aboneaza-te

Cauta in site

GO

Email

Parola

Remember me

Intra in concurs

[Am uitat parola](#)

Castiga cosul zilnic in valoare de 100 de ron!

Alege ce produse ai pune in cos in valoare de 100 de ron si poti castiga chiar cosul tau, in fiecare zi intre 13 aprilie - 17 mai.

In plus, la sfarsitul fiecarei saptamani poti castiga **Marele Cos in valoare de 300 de ron!** Fa-ti acum cont si incepe sa pui produsele in cos.

Inscrie-te

[Castigatori](#) [Regulament](#)



Preț
mega-bun

Vezi cele mai bune preturi
in catalogul on-line!

RASFOIESTE
BROSURA MEGA IMAGE



RA OFERTELE
OPTIONALE

Step 2 - Objectives

Co-marketing

Continue to work on price perception

Expand CRM database and start presence on social media



Does it costs as much as you think?

Description

Mega Image is the largest supermarket network in Bucharest. They have a problem of perception: their prices are best among their competition, but they're perceived rather as high priced.

Objectives

- Changing the "high priced" perception.
- Collecting databases for CRM
- Start communicating on social networks.

Strategy

- We didn't use statements, although the obvious solution would've been shouting "we have small prices".
- We asked questions. We wanted to know how high our prices are in the eyes of our consumers, to prove them wrong.

Results

- The estimated price dropped from 50% higher to just 7% higher than the real price.
- We collected 14.052 new users (= 100% database increase) and
- 5000 new fans on Facebook.

Campaign elements

Promo Website

We asked the price of a new product every day. We rewarded those who guessed it with 100 ron daily.



Cheat Sheet

Consumers could cheat - browsing Mega Image's online catalogue with similar products.

Facebook page

We monitored all our dialogue through our fan page on Facebook - as a friendly customer care "answer page".



Daily report

At the end of the day, we sent all contestants a report with: the real price, their price and the average estimated price.



Step 3 - Objectives

Exploit good momentum regarding price perception

Involve partners

Sell!



PRODUSELE **mega** NOROCOASE

PRETURI MICI TOT TIMPUL!

LOGIN



Mega Image
on Facebook

You like this. Unlike

TE SIMTI
NOROCOS?



CONFIRMA
SELECTIA

Alege 5 produse si poti
castiga 250 RON sau 500
RON!

Trimite combinatia aleasa
de tine, impreuna cu
numarul unui bon de casa.
In fiecare joi, urmareste
extragerea ca sa vezi daca
ai ghicit produsele
mega-norocoase!

Inscrie oricate combinatii
vrei!

[Fa-ti un cont](#) | [Am deja cont](#)

Vrei sa trisezi?
Da-ne un LIKE
pe Facebook si-ti
spunem unul din
cele 5 produse
norocoase

ACASA

PREMII

CUM CASTIG?

INSCRIE-TE!

EXTRAGERE TV

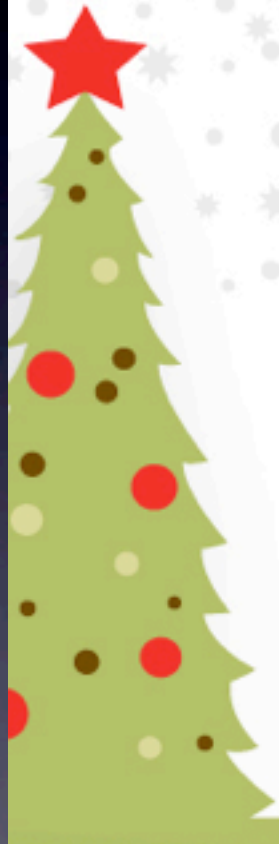
NOU!

Maintenance

Alege motivul pentru care ai cumparat de la noi!

Poti castiga 1 Cos de Craciun, 10 cozonaci si 10 sticle de vin in fiecare zi!

<p>01</p> <p>Ca sa eviti</p> <p>Hypercoada</p> 	<p>02</p> <p>Ca sa eviti</p> <p>Hypertraficul</p> 
<p>03</p> <p>Ca sa eviti</p> <p>Hyperdistanta</p> 	<p>04</p> <p>Pentru ca ai</p> <p>Preturi mici</p> 



Minunile planetei

The screenshot shows a web browser window with the URL www.enteraddress.com. The page has a green background with a jungle theme. At the top right, there are links for **LOGIN** and **LOGOUT**. Below these, a navigation bar contains **ACASA**, **DESPRE JOC**, **DESPRE ANIMALE**, **MAGAZINE PARTICIPANTE**, and **CONTACT**. A yellow button labeled **Bine ai venit, Adriani!** is visible. Below the navigation, there are buttons for **COLECTIA MEA** and **PROFILUL MEU**. The main heading is **COLECTIA MEA**. On the left, a sidebar titled **FAMILII** lists categories: **RASFATATELE**, **PERSONAJELE DE POVESTE**, **ACROBATELE**, **GRATOASELE**, **PESTRITELE**, and **CALATOARELE**. The main content area displays three items in a grid, each in a card labeled **Răstăţatele** (Plush Toys):
1. A penguin plush toy, labeled **1** and **1/102**.
2. A koala plush toy, labeled **2** and **2/102**, with the text **Pui de urs koala** below it.
3. A panda plush toy, labeled **3** and **3/102**, with the text **Pui de urs panda urias** below it.
Each item has a small icon of a shopping cart. A leopard's head is partially visible on the right edge of the page.

The program continues...



Thank you!