

# Tradeway takes Melrose back-to-school

Issued by [Tradeway](#)

5 Jul 2013

Leading experiential activation agency, Tradeway, executed an out-of-store and in-store engagement sampling campaign for Melrose to connect with mothers and; drive further enthusiasm and excitement with kids and tweens.

## The Challenge

Melrose wanted to iterate its position as market leader and cement top of mind awareness with its consumers. Part of the activation was communicating the on-pack promotion where shoppers stood to win 1 of 100 Nintendo 3DS XL consoles. A critical part of the campaign was reinforcing to parents that Melrose was the perfect and convenient lunchbox solution, whether as a convenient snack or an ideal spread for sandwiches.



[click to enlarge](#)

## The Solution

The activation focused on two components. The first was creating demand and awareness at centre courts prior to kids going back to school. The second was closing the sale when the activations went in-store at the end of January through to March 2013.

Centre courts were highly interactive with high engagement for both shoppers and consumers. There were three engagement zones. The first was the activity zone where kids could colour in and/or complete the maze. The second was the gaming zone where one could try out Mario Brothers 2 on the Nintendo. Lastly, the photo zone encouraged parents to have photos taken with their kids on presentation of proof of purchase of two Melrose products.



[click to enlarge](#)

## The Results

The centre court activations took place at Clearwater, Menlyn, Canal Walk and Gateway malls. Consumers commended the team for the high engagement and educational value. In-store focused on 39 hypermarkets, nationally. The brand ambassadors approached over 30,000 shoppers in only five weekends converting over 40% of engagements into sales.

## About Tradeway:

Tradeway are specialists at recruiting, training and managing resources for experiential activations, direct consumer engagement and field services.

Tradeway provides reliable resources that will consistently represent your brand delivering the highest levels of compliance and return. Driven by our continued investment in proprietary technology, the latest training and testing methods in addition to people development, we are able to streamline representation, automate activation schedules, track our resources and monitor campaign performance in real time.

**Contact:** Michelle Francis

**Email:** [michelle@tradeway.co.za](mailto:michelle@tradeway.co.za)

- **Unlocking the power of promotional trade marketing: A data-driven approach** 29 Apr 2024
- **Beyond AI-deas: Data-led brand activations for lasting consumer loyalty, trust and advocacy** 14 Feb 2024
- **Tradeway Promotions welcomes creative giant, David Tshabalala, as head of design** 15 Nov 2023
- **Tradeway Promotions wins with Jacobs at inaugural Shop! South Africa Awards** 9 Nov 2023
- **Festive season frenzy: How to activate brand awareness this Black Friday and beyond** 1 Nov 2023



**Tradeway**

Our agency supports your brand, with technology and talent, straight to your bottom line.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>