



Charleville Snacks, Kerry Foods

LBM - Location Based Messaging



Campaign

Charleville Snacks – LBM

Brief

Kerry Foods were launching a new range of cheese products aimed at office users and ABC1's. They wanted to position the product as alternative to the normal 3pm slump sugary food choices.

Solution

Working with 3Media, Kerry Foods were able to use location based messaging to target key office blocks within 1KM of a retail partner and deliver a picture message to their defined target audience with a discount offer at their local retailer.

Result

Over 43,900 messages were sent to over 80 locations.



3Media allowed us to reach our audience with a highly-targeted message right at the time we knew they would be searching for tasty snack ideas. We were able to pinpoint down to specific stores we knew had strong distribution and promotional activity, delivering a timely and relevant message right into our audience's hands.

