

This football-based promotional platform effectively **increased customer engagement**, promoted key suppliers, and gathered valuable customer insights.

360CaseStudy

THE SCOPE

A national distributor serving construction and electrical supplies, were looking to increase customer engagement, collect customer data, and promote key suppliers within the construction and electrical industries.

THE CHALLENGE

Maintaining engagement in the distribution sector is a challenge, with contractors typically working with an average of four different wholesalers. The client also wanted to collect data about their customers and promote key suppliers, with a particular focus on changing the behavior of electrical contractors.

THE SOLUTION

HMI ([now part of 360insights](#)), came up with a solution utilizing its [program design](#) services. An online football-based promotional platform was created, run during the football season, where contractors were given the chance to compete for weekly prizes and a grand prize.

The promotion entailed weekly predictions on football game outcomes, with correct guesses earning points for participants. Additional bonus point opportunities were given to engage participants further, such as viewing a video or visiting certain parts of the client's website. This data collection feature facilitated the collection of valuable customer insights.

The promotional platform made a significant difference in engaging participants and promoting vendor products, offering branding opportunities for both the client and their vendors. This method was successful in maintaining mindshare and promoting the client's suppliers.

THE RESULT

The promotional platform solution exceeded the client's expectations, resulting in over 5,000 website visits, 12,000+ video views, and 21,000+ survey questions answered. Four key vendors were promoted, and even towards the promotion's end, 38% of participants were still actively engaged. Moreover, the platform spurred continued engagement even after the contest's close. The feedback from the participants was overwhelmingly positive, further solidifying evidence of the program's success.



CONSUMER DURABLES INCENTIVES & REWARDS

COMPANY

Construction and Electrical Supplier

INDUSTRY

[Electrical](#)

BUSINESS OUTCOMES

- Increase Engagement
- Measure Program Success
- Win Mindshare & Market Share

PRODUCTS USED

- [Incentives & Rewards](#)
- [Program Engagement](#)
- [Creative Services](#)

THE SUCCESS

5,000+
website visits

12,000+
video views

38%
active participant engagement
till the end of the promotion

"I had more fun doing this than you can imagine. Thank you so much. I hope you do this next year. Thanks."

Promotion Participant



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.