

Doubling the competition

Following the success of last year's 'Win A Car' competition, Baby Soft toilet tissue has launched its national on-pack 'Double Up' competition, where one family stands a chance to win two cars. The promotion is available on the Baby Soft 2 Ply white 9's packs, with competition packs sporting a bright orange branding for easy recognition. When purchasing a promotional pack, consumers need to sms the unique code on the back of the sticker to be put into the draw to stand the chance of winning a brand new Mercedes Benz C Class and a Mercedes Benz B Class. The promotion is being supported across multiple touch-points including a television commercial and strong in store presence. Baby Soft will announce the winning family at the beginning of November and a formal key handover ceremony will take place.

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