

Proudly
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JACOBS COFFEE MADE EXTRAORDINARY!

Beautiful point of sale and digital marketing with 'influence', creates a no-touch shopper campaign at its finest, bringing **"MAKE IT EXTRAORDINARY"** to life in store.

HOW

Retailer digital platforms and the posting-power of Influencers, drive pantry-loading sales through an exciting USSD competition to win hampers, holidays and computer hardware.

RESULT

2 170 000 followers reached

190 181 impressions

3x the normal engagement rate for the category
Prizes to the value of **R400 000** won

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