

Digitata Insights Reference Case Hansa's Switch @6



Switch @6		Campaign Overview	
Company SAB	Brand Hansa		
Industry FMCG	Duration 2mths		
Sector Beverages	Channels USSD		

1 Objectives

The main objectives of the Hansa Switch @6 USSD trivia game were the following:

- To educate each customer in a fun and interactive way on the intrinsic characteristics of Hansa Pilsener in order to appreciate the benefits of "switching to a pilsener."
- To promote product and brand awareness.
- To build a database of consumers that Hansa could engage with.

2 The Strategy

- Digitata Insights built a fun, interactive and engaging USSD trivia game and established a community where Hansa Pilsener beers were the currency.
- While playing the game the consumer became 'the hero of the day' and was encouraged to 'Switch @6'.

3 Customer Experience

The handsets below illustrate the user experience of subscribers playing the Hansa Switch @6 game on feature phones using USSD.



Watch the Switch @6 video:
<http://bit.ly/Hansa6>

4 The Results

Number of players to complete the Trivia game
133,806

Engagements exceeded
20,000

Total virtual beers brewed
700,196

Most beers accumulated by a single player
4,769

Percentage of Trivia players that completed their profiles
93%

From our Customer

"Through Digitata's offering, Hansa Pilsener launched a USSD game which both successfully entertained and informed consumers of its 'Switch at 6' campaign. It was a first which resulted in incremental reach, very high engagement and provided consumer insights."

Delamaine du Toit

Brand Manager: Hansa Pilsener (ABInBev)