

Bin Tag Case Study: Harborough Lotto

The promotion

In September 2018 Harborough District council decided to run an advertising campaign for their lottery Harborough Lotto, they decided to create bin tags that would be distributed by refuse disposal in addition to normal bin collection rounds to 40,000 residents.

The marketing tool

The promotional material was a “bin luggage tag” made from 350gsm Recycled Board. Size being 382 x 60.5mm. Quantity made was 40,000 units

The costing

The tags cost was £2472 to print and the refuse disposal centre charged £1200 to distribute the media. The total cost of this advertising campaign cost £3672.

Performance/return

The results started to show quickly as our call teams reported dealing with a high volume of callers that came to support the lottery via the bin tags they had seen that very morning. Pre-bin tag the lottery ticket count stood at 820, after the campaign the tickets rose to 972, an 18.5% increase in ticket sales.



Summary - ROI

Out of 40,000 residents advertised to, 150 additional tickets were bought during the promotional period which is a 0.38% take-up rate. The acquisition cost of a ticket is £24.48, this generates £31.20 per year for good causes. The additional 150 tickets generate £4,680 a year for good causes.

In addition to an increase in ticket sales, 40,000 members of the community have been exposed to information about the lottery, meaning that the lottery has been promoted 40,000 people for £3672, or 9p per impression. What other advertising could/would you do for 9p per impression?