

Tropic TOPICS



Here at UCB HQ, we're always interested to hear what you've been up to, so make sure you keep us posted. In this issue, David Scott, Retail Operations Manager for Tropic Distributors (Townsville), gives us the lowdown on their activities...

At Tropic Distributors we don't do the same thing year after year, so we had to come up with a promotion that would be interesting, involve the suppliers and be fulfilling for the customers.

In conjunction with our local radio station (Hot FM), AEC Group and Tropic, we came up with the idea of running a promotion where the customer spends \$30 on fuel and/or shop sales and gets a 'scratchy'. We approached our suppliers to give us some minor prizes to give away to the customers, and they've been very supportive.

The promotion started off very slowly, as we hadn't done something like this before. The ultimate campaign was the 'The Townsville 400 Corporate Box Experience' we had running from May 17 to June 24.

We were fortunate that the Townsville V8 event was after the

Darwin race at Hidden Valley. After a few phone conversations with UCB's Simon Egan (who, as always, was extremely helpful) we were able to source the use of the Parmalat racing utes, promotional utes and the transporter for the drawing of the promotion during a radio outside broadcast at our Kirwan site.

We parked the huge Ice Break transporter on the site with the racing ute, promotional ute and also a promotion Caltex-backed Vodafone Commodore. The day was a huge success. Customers would fill up and receive a sample bag of goodies then come over to the OB (outside broadcast) van, to look over the vehicles and get some free Ice Break and Red Bull. A lot of the customers were very interested in the Parmalat racing ute and some even tried to get in and out of it, which was very funny to watch.

We asked the Townsville 400 committee member, Cr Tony Parsons, to attend, and he drew the winner. This promotional campaign attracted more than 28,000 entries over the six weeks that we ran it at our three Townsville sites of Garbutt, Kirwan and Pimlico, as well as our Ayr site. To get the response we did was fantastic.

The winner of the campaign was Narelle Bunce. She was contacted and didn't believe she had won the competition. Fortunately she was local and made her way to the Kirwan site. She was very excited and couldn't wait to go to the event. She hadn't been before.

From the reports I received, she thoroughly enjoyed being in the corporate box above pit lane. From our perspective, the entire event was very successful and we'd like to do something again next year to capture the feeling of the V8 experience.



I'd like to say a big thank you to Darren Park (UCB), for allowing us to use the race team vehicles, Parmalat for doing Ice Break promotions and Simon Egan for getting this organised.

I would also like to pass on our thanks to the many suppliers

for their contribution to such a successful scratchy campaign: Coca-Cola, Far Northern Wholesalers, Mrs Mac's, Mars, Go Natural, Schweppes, National Foods, Stuart Alexander, Streets, Smith's, Nestlé and Frucor. We really appreciate your support.