

RETAIL DRIVER | CRICKET WIRELESS

Finally, the answer to the age old question, do sponsorships really drive the bottom line? The code has been cracked by CAA Experiential's proprietary digital platform: the Retail Driver. Developed by our creative and progressive digital team to quantify grassroots activity, the program uses analytics to track door swings and incremental gross ads. Each piece of collateral, distributed either physically or digitally by the in-market Street Teams, has a dedicated trackable identifier assigned to a specific program. Consumers are incentivized to go into retail and check their code for a chance to win exclusive prizes, such as VIP fly-a-ways, celebrity meet and greets, and other once in a lifetime bucket list experiences. While the initial goal was to drive consumers to Cricket Wireless stores across the country, over time it has morphed into a much more intricate project. Our focus, like many others, was to convert consumers to sales by engaging in meaningful conversations with them. The programs' unique personality has grown to create deeper, stronger connections with Cricket Wireless consumers.

Currently the Retail Driver is broken down into 3 segments of rich information with our proprietary App: Digital Retail Driver, Social Driver and Social Support. Each one of these segments are integral in accomplishing the goal of bringing consumers into stores.

The Digital Retail Driver application digitizes the current Retail Driver program and creates a more user friendly environment for those using it. The beauty of technology allows us to send offers via email and SMS to consumers for instant drive-to-retail traffic to local dealers. This digital connection, which millennials seem to be lost without, drives a longer interaction. Teams have more coveted time to educate consumers, build brand awareness, and highlight the value proposition.



CASE STUDIES OF DISTINCTION

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The Social Driver is a feature within the application that takes the motto of "if a photo wasn't posted to Instagram did it actually happen?" and morphs it into a unique marketing tactic. Using geo-fences around local retail locations, consumer photos can be overlaid with various "filter" features that consumers can select from to personalize their picture. Through the geo-fence feature, pictures are tagged with the nearest retail location and the Cricket social motto #STSA (Something to Smile About).



In applying social support through the Retail Driver program Cricket can efficiently deliver relevant hyper local marketing at scale across thousands of locations through the use of Facebook and Google. This eliminates the useless posts of older social media marketing and brings only useful and relevant information to our consumers.

Through diligent updates, proven successes, and countless days staring at screens drinking exorbitant amounts of coffee, the Retail Driver has enabled Cricket Wireless and many others to grow at what was once thought to be an unattainable level, while acquiring relevant consumer data that was once unimaginable. In 2015, the Retail Driver drove 500,000+ consumers into retail. With an average 1% conversion rate, that's 5,000+ sales and incremental gross ads, resulting in an overall ROI of 350%. In 2016 to date, over 1 million consumers have been driven into retail doubling their ROI and thus proving once and for all - sponsorships don't just work, but when paired with a strategic retail driver program, they pay for themselves.