

PROMOTIONS

PPAI MEMBERS SHARE THEIR SUCCESSFUL PROMOTIONS

Vintage Appeal

OLD-SCHOOL JUKEBOXES WITH A MODERN TWIST HELP PROMOTE DR PEPPER AND COUNTRY MUSIC.

By Audrey Sellers

Challenge:

Dr Pepper wanted to boost case sales of its products to various retailers and promote its partnership with the Academy of Country Music Awards (ACMA).



Solution:

Jessica Ersch with Carrollton, Texas-based distributor Performance Award Center, Inc. (UPIC: PAC-INC) delivered the winning idea: customized Crosley Radio jukeboxes from Louisville, Kentucky-based supplier Modern Marketing Concepts (UPIC: MODE0005). Each tabletop iJuke® allowed recipients to connect their MP3 players to the jukebox, using new technology to create a retro experience.

Ersch has worked on the Dr Pepper account since 2004, and knew this was a compelling way to tie Dr Pepper with the ACMA. The promotion, which began in January and ends this month, included 500 custom jukeboxes. Sales teams in the field used their allocated budgets to purchase them for dealer loaders.

"The promotion was a country music-based program, so a vintage-style jukebox made perfect sense," Ersch says. "We have done the iJuke a couple times for this program because the field sales guys love them and always secure great display space at their retailers. When we offered the iJuke in a custom Dr Pepper color this year, the response was overwhelmingly positive."

Result:

Ersch says it's always a challenge to bring new and exciting ideas to her clients, and that Dr Pepper is thrilled with the jukebox campaign. "When we can get our customers excited about a product, we know we are doing our jobs," she says.

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Dr Pepper-branded jukeboxes tied in perfectly with the Academy of Country Music Awards.