

EVERYONE'S A WINNER



PUBLISHING & MEDIA

UK based *Everyone's a Winner*, owned by *Felix Corp*, has set up an elaborate 'redemption vending' concept, including telephone, texting, web, and machine based games that capture the user's data. The games reward users with a wide range of promotional goods and services. As the name suggests: by utilising retailers' advertising and sales promotion budgets, every player of the *Everyone's A Winner* 'game' is guaranteed a prize every time they play, and in order to redeem their prize (think holidays, computer games, cars, leading brand high street retail vouchers, leisure activities, and beauty treatments), each winner is requested to submit their personal details. The concept thus enables the prize supplier to trial new products, target sales promotions by region and consumer profile, tactically dispose of distressed or time sensitive stock and so on. Clients over the last 12 months have included Boots, Dixons, B&Q, Thomas Cook and Woolworths. The company recently also introduced the Max Box, a WiFi enabled kiosk incorporating an ATM cash machine, digital jukebox, mobile top-up, music and mobile content download, digital photo processing, as well as of course the *Everyone's A Winner* sales promotion vending function. First prize supplier was electrical retailer Powerhouse, who doled out a GBP 5.00 discount coupon to each customer using the Max Box ATM (which charges users a GBP 1.50 fee per transaction). *Everyone's a Winner* is a smart and intriguing set-up, riding the current gaming/gambling craze, combining it with sampling, tryvertising and the ever-lucrative pay per minute telephone scheme. Springwise believes the biggest prize to be had here is setting up similar concepts outside the UK asap. Bonne chance!

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Website: <http://www.everyonesawinner.info>