

campaign overview

Heroes was a retail campaign launched in 2017 for Pick n Pay Africa, spanning five SADC countries. the campaign centred around a collectable card mechanic, where customers receive one Heroe scratch card for every qualifying minimum spend, for the chance to win PnP vouchers.. the card collection featured 13 unique Heroes, each representing a well-known and trusted brand.

to drive engagement and maximise reach, the campaign was supported by a strong integrated marketing strategy. this included impactful in-store theatre, a full 360-degree marketing approach across digital and above-the-line media, as well as a PR initiative that extended into schools across participating countries, helping to build awareness, excitement, and community involvement around the campaign.

campaign pillars



in-store experience

we developed bold and impactful in-store signage designed to create strong retail theatre, capture shopper attention, and clearly reinforce the campaign messaging and competition mechanics.



social media campaign

we created a campaign Facebook page to drive promotion awareness, increase audience engagement, and build positive sentiment around the campaign through ongoing interaction and content.



community

A PR-led competition launched across primary and high schools, inviting learners to create their own Heroes through art or sculpture. this initiative extended thr campaign reach into local communities.

marketing mix

in-store: high-impact in-store branding was developed to create strong retail theatre and maximise visibility across stores. this included hanging mobiles, freestanding displays, and interactive standees strategically placed throughout the stores to further reinforce campaign awareness. promotional messaging was also broadcast across in-store radio and digital screen channels.

digital marketing: a purpose-built Facebook page was created as a central platform for campaign content, community engagement, and user-generated content (UGC). the campaign was further supported by paid advertising designed to drive brand awareness, increase store foot traffic, and promote key participating products.

traditional marketing: the campaign was supported by above-the-line marketing across radio and television to broaden reach and awareness. radio ads ran across both english and siswati stations, and television exposure was delivered through Swazi TV.

PR: a community-driven competition for schools to build engagement and local relevance. the campaign launch included an official press briefing, media engagement, and the distribution of press packs to generate awareness and coverage.

campaign objectives

grow turnover by increasing basket value and driving higher unit sales.

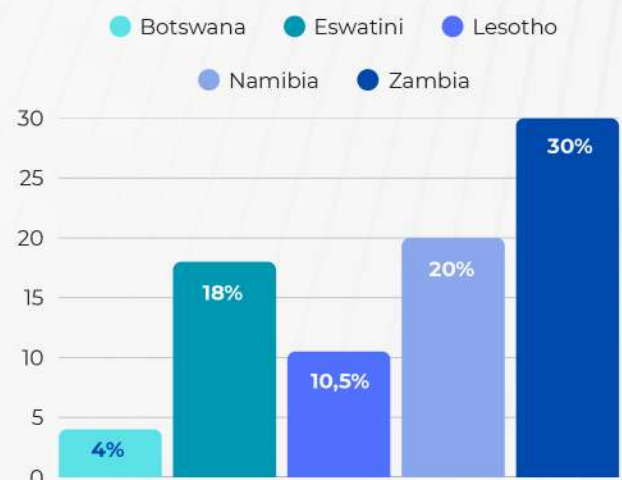
increase customer footfall while improving retention and repeat visits.

reward customers for their loyalty through engaging and value-driven campaign participation

reinforce brand awareness and affinity for Pick n Pay, alongside the participating partner brands.

strengthen supplier partnerships by driving sales volume growth and creating shared commercial value

sales value growth by country





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