



HappyFresh
JOY DELIVERED!

MARCH CAMPAIGN

1 - 31st March 2018

Objectives

- Increase brand awareness on HappyFresh Platform
- Joining HappyFresh 3rd Anniversary
- Increase sales through brand awareness activation



Proposed Activities

- **Top Spender Program**

To value our loyal customer from Ranch & Farmers Market, we are giving them prizes if they shop from Ranch & Farmers on HappyFresh during the month.

Mechanism:

1. Shop as many as possible from Ranch Market & Farmers Market
2. Promo period from 1 - 31 March 2018
3. We will accumulate the order in the end of the month and customer with highest total order will win
4. Only valid for orders from HappyFresh newest version app & Website



Proposed Activities

- **Best Photo with HappyFresh Rider (3rd Anniversary)**

To celebrate HappyFresh 3rd Anniversary, take photo of you and our rider, share it to Instagram and Facebook, tell us why you shop from Ranch & Farmers Market on HappyFresh. You'll have the chance to get special prizes!

Mechanism:

1. Shop from Ranch Market & Farmers Market on HappyFresh
2. Take picture of you and our Rider when they arrived
3. Write a caption telling why you shop with us
4. Give your order number to confirm that your order is from Ranch & Farmers



What you will get...

No	Channels	Return of Investment (ROI)	Estimated Reach
1	Instagram Post	Rp2,000,000	21.000+ followers
2	Facebook Post	Rp2,000,000	172.000+ followers
3	Web Banner	Rp3,000,000	>50.000 reach
4	Full Newsletter	Rp5,000,000	
5	Newsletter Footer	Rp2,000,000	
6	Push Notification	Rp4,000,000	
7	Notification Center	Rp1,000,000	
8	InApp Banner	Rp3,000,000	
	Total ROI	Rp22,000,000	



Proposed Prizes

- 1. Smartphone**
3 Smartphones @ Rp 3.000.000 (i.e LG, ASUS, Oppo)
- 2. Cooking Tools**
Example: Microwave, Blender, Mixer, Stove, etc
- 3. Travel Voucher**
Flight & Hotel Voucher
- 4. Holiday Package to Bali for 2 people**



Examples of Activations & Promos

Social Media Activation



Examples of Activations & Promos

Free Delivery



**FREE
DELIVERY**

Min basket Rp250.000
21 - 31 December 2016

Voucher Code
FREEDEC



Enjoy this early **Christmas Gift**
from us for you

15% OFF & **FREE DELIVERY**
FRESH PRODUCT

Use This Voucher code
DECFRESH15

*Min. purchase Rp 150.000
Max discount Rp 50.000

Only for categories: Meat - seafood - poultry - fruits - vegetables - herbs



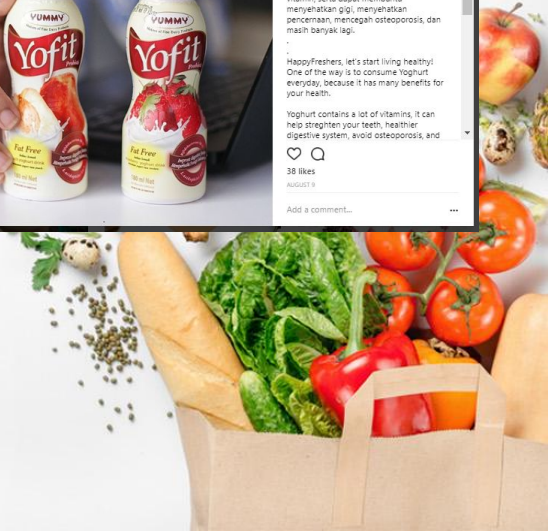
Examples of Activations & Promos

Voucher Discounts



Examples of Activations & Promos

Product Knowledge





Examples of Activations & Promos

And many more *customizable* campaigns.....





Thank you

