

“Everything you need to get the sale!”

BOOMM! MARKETING

BOOMM
marketing & communications®

Boomm! Marketing and Communications is a mid-sized agency in Westchester, Illinois. McCain Foods USA is one of their clients.

“McCain Foods USA is very happy, very pleased. The Poppers® Poker Promotion certainly stimulated sales.”

– Tracy Marc, Outside Purchasing Manager, Boomm! Marketing and Communications



KEY CHALLENGES

- Reinvigorating the McCain Poppers® brand.
- Introducing McCain’s new ethnic appetizer products.

IMPLEMENTATION

Boomm! Communications created a “Poppers® Poker Promotion”, a business-to-business promotional sweepstakes draw targeted at restaurant operators and ultimately aimed at the public. Operators purchased a set amount of McCain Poppers® to enter the draw. Odenza provided the grand prize: 3-day/2-night hotel stay for two at the Bellagio Hotel in Las Vegas, NV, including roundtrip airfare.

For the second promotion, Boomm! created the “Latin Latitudes” Promo. The aim of the “Latin Latitudes” promotion was to get restaurateurs and their diners off the same old boring wings and things, and on to McCain’s exciting new ethnic appetizer products. Operators purchased specific amounts of “Latin Latitudes” appetizers to enter the draw. Odenza provided the Grand Prize: a 4-day/3-night five-star luxury retreat for two in Jamaica, including roundtrip airfare.

BENEFITS AND RESULTS

Boomm! successfully used two Odenza made-to-fit trip prizes in two promotions to get more McCain appetizers on the menus of America’s restaurants and bars. “The Latin Latitudes promotion was very successful. It was all encompassing and it did what it was meant to do...it stimulated interest in the products.”

SATISFACTION RATING: 9/10

“Odenza’s prices are very good. The ‘100% money-back guarantee’ on these trip giveaways is a safety factor other companies don’t provide. Odenza has been great. They quickly resolved any initial concerns that we had, gave us what we needed and steered us to the right travel products.”

– Jason Park, Regional Manager



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