

Cadbury Beverages, Aeroplan team for drinks promo

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With instant wins and **Aeroplan** miles, **Cadbury Beverages** kicks off its promotion for **Canada Dry** and, new this year, the **C'Plus** brand as well. It's the second year Cadbury has teamed with Aeroplan for a promotion.

The campaign, which started May 13 and ends September 30, 2002 in Ontario and Western Canada, also teams with **Sony Canada** to offer instant prizes of digital recorders and cameras on 600 mL and one-litre bottles. By peeling the labels, people can also enter to win one of two Aeroplan packages of a half-million miles.

The instant win portion of the campaign is aimed at teens, says **Peter Osicka**, president and creative director at Oakville-based **OptiCom-Marketing**, which created the campaign. To target mothers at grocery stores, all two-litre bottles and 12-packs of both brands offer smaller quantities of redeemable Aeroplan Miles on the label backs. They can also enter to win the grand prize.

Promotional support includes retail POS material and four radio spots airing in 22 Ontario markets. The spots announce the contest as well as store-specific promotions. There is also a web site at www.ctheworld.cc where consumers can enter the contest online.