



BEYOND PRICE CUTS:

# THE 3 PILLARS

EVERY BRAND MANAGER  
NEEDS TO BUILD BRANDS  
THAT STICK



## INTRODUCTION

# What Today's Brand Manager Is Really Up Against

Walk down any South African grocery aisle and you can feel the pressure. Private labels now make up around 18% of FMCG sales and saw 7.5% growth in 2024 with nearly 40% of consumers saying they are choosing these brands more than before. Proof that value drives choice.

Purchase decisions are made almost instantly at the shelf and retailers are increasingly relying on POS data to anticipate and influence these decisions. At the same time, it's not just about price with South Africans increasingly backing brands they feel reflect their values, whether through affordability, community uplift or sustainability. For brands, clarity of purpose, not just visibility, is quickly becoming the key differentiator.

If you're a brand manager, your remit isn't simply to fill the pipeline with new products. You need to protect brand equity, deliver margin, tell a compelling story and still hit short-term sales targets. Traditional levers: price cuts, BOGOFs, basic gift-with-purchase, are blunt instruments in a category where private labels copy your innovations in weeks. It's time to adopt a new framework that aligns with how today's consumers think and shop. TLC Worldwide calls it the **3 Pillars of Promotional Marketing: Disruption, Authenticity and Visibility**. These are strategic pillars that, if you master all 3, you will unlock extraordinary results for your brand.



### DISRUPTION

How do we effectively differentiate in a retail world dominated by discounts?



### AUTHENTICITY

How do we create promotional campaigns that uniquely represent our brand and our storytelling?



### VISIBILITY

How do we secure awareness and engagement across medias to reach a wider audience?

This playbook rebuilds your approach around the 3 Pillars. For each pillar we'll explore why it matters now more than ever before, offer new insights into consumer behaviour and commercial pressures, and share case studies showing how brands across snacks, personal care, frozen foods, beverages and home care use TLC's unique solution to win. A concise tactical roadmap at the end shows you how to put the 3 Pillars into action and move from traditional promotional tactics to value-led, emotionally resonant growth.



# DISRUPTION

## MAKE YOUR BRAND IMPOSSIBLE TO IGNORE



### Why Disruption Matters for Brand Managers

Disruption isn't about making noise for the sake of it; it's about interrupting autopilot shopping behaviour at the right moment. In South Africa, **72 % of consumers say packaging influences their decision to buy**, making first impressions incredibly powerful. **More than 15 % of shoppers are open to trying new brands or products**, and **76 % believe they can find a brand that precisely meets their needs**, so your packaging really could be the deciding factor. Above all, it's not just visibility that matters, it's emotion. Packaging that evokes positive feelings and aligns with consumers' personal values fosters stronger brand preference. For South African brand managers, therefore, visibility opens the door, memorability earns the purchase. Private labels are mimicking your functional benefits and undercutting your price, so the only way to stand out is to break the shopper script. That means creating emotionally charged brand moments, both in-store and online, that surprise, excite, and disrupt expectations. Experiences that feel personal, premium and purposeful will make shoppers pause, reconsider, and connect.

#### **INSIGHT:** Disruption Is a Mindset, Not a Mechanic

Many brands think of disruption as a gimmicky activation. The reality is that disruption starts at the strategic level: it's about creating multi-sensory experiences that express your values and tap into behavioural triggers such as curiosity, scarcity and social proof. Consumer neuroscientists note that unexpected rewards activate the brain's reward circuitry, making memories stick. For brand managers, this means integrating storytelling and interaction into packaging, digital and at-shelf touchpoints. It also means challenging category conventions - placing your product in unexpected aisles or pairing it with complementary experiences can reshape how shoppers perceive you. For example, promotions that are surprising, appealing and sufficiently 'worth it' in terms of value, will get more attention than a standard discount or bundle offer.



## CASE STUDY:



### “Everyday Rewards for Everyday Protection” - Boosting Sales & Consumer Engagement

#### The Challenge:

How can a heritage soap brand like Dettol reinforce brand affinity while increasing sales and securing its place as the preferred hygiene brand – all without discounting or compromising its image?

#### The Approach:

Dettol, as leading hygiene brand, partnered with TLC Worldwide Africa to launch a tactical promotion in Nigeria aimed at increasing sales and average consumer spend on their soap bars. The campaign targeted families, caregivers, new mothers, school children, and health-conscious consumers, reinforcing Dettol's position as the trusted heritage brand for everyday hygiene.

With every qualifying purchase, shoppers could instantly unlock a guaranteed reward – airtime top-ups or vouchers for popular outlets like Kilimanjaro Pizza and Pizza Jungle. The mechanic was simple: buy, redeem, and receive.

#### The Impact:



By pairing Dettol's heritage of protection with high-perceived value rewards relevant to everyday family life, the promotion drove repeat purchase, enhanced loyalty, and delivered measurable growth.





# CASE STUDY:

## Tiger Brands



## Tiger Brands: “That Winning Family” – Driving Family Engagement and Sales Uplift

### The Challenge:

How can you drive year-on-year sales growth during the peak period while convincing customers to switch from competing brands and choose your brand as their preferred option in a highly competitive market?

### The Approach:

Tiger Brands partnered with TLC Worldwide Africa to launch “The Winning Family”, a nationwide promotion designed to drive sales, strengthen loyalty, and stand out in a very competitive market. With every purchase, customers could claim rewards such as airtime, pre-paid electricity, online learning, sports lessons, shopping vouchers, QSR vouchers, or enter a grand prize draw for Roto Tanks and gas stoves.

Promoted through in-store and digital channels, the mechanic was simple: upload your purchase receipt and instantly redeem your reward. The campaign combined customer-centric rewards with brand-led storytelling to accelerate acquisition, boost retention, and drive Tiger Brands toward break-even during the peak period.

### The Impact:

**43%**

**SALES UPLIFT OVER THE PROMOTIONAL PERIOD**

By offering high-value, family-focused rewards that resonated with everyday needs, Tiger Brands strengthened its connection with customers while driving sales growth, all without discounting the brand.





**THAT WINNING FAMILY**

**WIN YOUR SHARE OF R500 MILLION IN GUARANTEED PRIZES**

**BUY** Tastic 2kg or 10kg Fattis & Monis or Jungle Oats 1kg or Golden Cloud Muffin / Cake Mix.

**DIAL** \*120\*2929# and follow the prompts. (Keep till slip in print)

**SCAN**

**WIN** your share of R500 million in guaranteed prizes. See social media pages.

#ThatFam #ThatWinningFamily #Tastic #FattisAndMonis #GoldenCloud #JungleOats

Competition runs from 1 November 2024 to 28 February 2025. Standard rates may apply. For T's & C's visit [www.getthatprize.co.za](http://www.getthatprize.co.za) or Tastic, Fattis & Monis, Jungle Oats, Golden Cloud social media pages.

# HOW TLC DRIVES DISRUPTION

For brand marketers, disruption means more than bold packaging or a flashy ad, it's about embedding your brand into moments that matter. TLC's COSMOS platform makes this simple: it powers unique codes, QR journeys and gamified experiences that turn every pack into an emotional touchpoint. We help you turn your brand story into a live, interactive journey - one that speaks to identity, lifestyle, and memory-making. Whether it's simple buy-and-get, gamification, collector cards, or full-blown loyalty, we provide plug-and-play mechanics that bring disruption to life in a way that feels meaningful to your audience while rewarding every purchase. The result is a scalable, risk-free disruption at a fixed fee per reward, ensuring every qualifying shopper leaves with a personalised, memorable interaction that projects your brand above the noise.



# AUTHENTICITY

## UNIQUE BRAND-CENTRIC CAMPAIGNS



### Why Authenticity Matters More Than Ever

In categories where products are interchangeable and private labels are closing the quality gap; differentiation is the only defence against commoditisation. Traditional price promotions teach shoppers to wait for deals, eroding your positioning. Shoppers increasingly expect personalised connections and value alignment from the brands they buy.

According to the African Marketing Confederation roughly 67% of consumers across Africa prefer personalised promotions based on their spending habits and of those who receive personalised recommendations, 72% say it has led to them purchasing more than originally planned, along with this roughly 82% of consumers across Africa gravitate towards brands that speak to their beliefs, whether environmental, social or community-driven. In this climate, brand loyalty is not forged through markdowns, it is earned through emotional relevance, authentic storytelling and meaning.

Brand-aligned promotions that reward through storytelling not just savings can drive lasting consumer connection. These value-driven moments go beyond transactional incentives, they create a context where the savvy shopper feels that the promotion is authentic and more relatable, and therefore more engaging to your target audience. In this way, you can forge more personal connections, turning a simple transaction into something more powerful; a moment of connection with your brand that offers more value, more meaning and more reasons for shoppers to remember it and come back for more. For brand managers, that means creating campaigns that are both commercially effective and culturally resonant.

#### **INSIGHT:** Authenticity Is About Value Exchange

Connections happen when consumers feel they're getting more than they give. But this can only happen if they understand and align with the brand's purpose and story. That doesn't mean giving away margin; it means offering experiences that align with your brand purpose and audience aspirations. Neuromarketing studies show that loyalty is driven by emotional resonance, not rational calculation. TLC has made it possible to offer added-value experiences at scale, to move from mere transactions to connections. When shoppers receive a reward that resonates with them - a free family day out, a wellness class or an entertaining moment, they attach positive feelings and memories to your brand. These experiences build more meaningful connections and if you're lucky, brand love, encouraging repeat purchase and generating social sharing. Valuable experiences can also cost a lot less than you think; TLC's model is structured on 3 decades of intellectual property working with a global network of over 100,000 reward experiences; so, you only pay a fraction of the perceived value, making it easy to deliver high impact rewards without overspending or eroding your margins.



## CASE STUDY:



### Cadbury: “200th Anniversary – Yours for 200 Years”

#### The Challenge:

How do you engage loyal consumers and celebrate a brand’s milestone 200-year heritage while deepening the brand’s connection with its audience?

#### The Approach:

Cadbury’s Yours for Generations campaign celebrated the brand’s 200-year heritage by launching vintage product designs that highlighted its rich legacy. Shoppers were encouraged to purchase these special editions for a chance to win instant rewards, combining nostalgia with excitement while strengthening the emotional connection with loyal consumers.

Targeting long-time fans and family audiences, the campaign offered airtime top-ups in Kenya, Mauritius, and Zambia, creating a purpose-led twist that made each purchase more meaningful than just chocolate. The emotional hook was clear: every Cadbury treat became a moment to share, honouring tradition and connection across generations.

#### The Impact:



The campaign delivered strong engagement and reinforced Cadbury’s heritage, positioning the brand as a meaningful, nostalgic choice for generations of chocolate lovers.





## CASE STUDY:



### Danone: “Take Me Now, Spoon Me Later & Stand a chance to Win Your Share of R5 Million in Prizes” – Driving Valentines Day Sales

#### The Challenge:

How can a yoghurt brand drive sales for a key product range while leveraging Valentine’s Day to create emotional engagement and reward customers for every qualifying purchase?

#### The Approach:

Danone partnered with TLC Worldwide Africa to launch a Valentine’s Day promotion for their Divine 1kg yoghurt range. The campaign offered shoppers a chance to receive one of four instant lifestyle rewards –dining vouchers, spa vouchers, fashion vouchers, or a days out experience designed to appeal to both gifting occasions and everyday indulgence.

Shoppers participated by purchasing Divine yoghurt, scanning a QR code, and visiting the redemption site to upload their till slip and claim their reward via SMS. The promotion was supported through in-store marketing and digital communications, providing high visibility, a seamless redemption process, and maximum conversion. By combining seasonal relevance with emotional, lifestyle-led rewards, the campaign positioned Divine yoghurt as the indulgent choice for Valentine’s Day while driving measurable sales and brand engagement.



#### The Impact:



CAMPAIGN SUCCESS  
RESULTED IN REPEAT  
BUSINESS FOR  
DANONE’S ULTRAMEL  
CAMPAIGN

The campaign successfully blended seasonal gifting appeal with strong in-store visibility, turning Valentine’s Day sentiment into sales growth and new customer acquisition.



# HOW TLC DRIVES AUTHENTICITY

As a brand marketer, authenticity is your chance to make your brand impossible to ignore - TLC specialise in making that happen without ever touching price. As the global market leader in non-price-based sales promotions, we use our fixed-fee reward model to protect your margins while delivering high perceived value, hyper-engaging rewards that fit seamlessly with your brand story. Think travel, entertainment, wellness, sports, or cultural experiences - curated so that every qualifying shopper walks away with something that feels personal, memorable, and worth talking about. Our deep consumer insights mean every programme is tailored to your audience's lifestyle and values, making your product stand out for more than just what's inside the pack or on the price sticker. Through our COSMOS platform, you can track consumer data and insights to refine, learn and drive ongoing success



# VISIBILITY

## SECURE AWARENESS AND SELL THROUGH



### Why Visibility Is Harder Than Ever

Campaigns fall flat without visibility. In South Africa, Nielsen found that **67% of promotions fail to break even, often due to poor execution at store level, missing shelf space, incorrect pricing, or weak visibility.** For brand marketers, this isn't just about standing out, it's about proving that a campaign earns its place. **Retail buyers prioritise initiatives that protect margin, grow the category, and justify valuable gondola ends or secondary space.** At the same time, shopper behaviour is shifting. **South Africa's online grocery market grew more than 50% post-pandemic,** with players like Checkers Sixty60, Pick n Pay asap! and Woolworths Dash driving adoption. Meanwhile, retail media is gaining traction locally, **Shoprite's Checkers Xtra Savings Rewards Media platform is a prime example of how retailers are monetising shopper data and media assets.** That means campaigns can't rely on in-store promotions alone. To win, brands must deliver omnichannel consistency, compelling retail sell-in, and transparent ROI, while reinforcing brand storytelling and competing against the continued rise of private label.

#### **INSIGHT:** Think Like a Retailer, Plan From the Store Back

Brands often approach visibility as an afterthought, pitching a campaign that looks great 'on paper' but doesn't align with store realities. The most successful brands start with the shelf: they analyse traffic flows, category adjacencies and retailer priorities, and then build a promotion that grows the entire category. They also recognise that planning cycles are accelerating; **McKinsey notes that traditional monthly planning is shifting to weekly or even continuous cycles to keep up with volatile consumer demand.** For brand managers, this means adopting an agile mindset, testing campaigns quickly, and providing data that proves ROI and helps retailers make decisions faster.

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# CASE STUDY:



**PEPSICO**

## PepsiCo: “Simba Roarrs with KFC Original Recipe Flavour” – Increasing Product Awareness and Increasing Sales

### The Challenge:

In a crowded snack aisle, how do you amplify awareness of a bold flavour collaboration, secure standout, and drive significant sales growth?

### The Approach:

We brought the “flavour collaboration” to life turning every purchase into a rewarding moment and giving retailers a disruptive story to drive visibility and sales. Launching with Roarrs with KFC, shoppers who bought two qualifying packs unlocked a guaranteed KFC Streetwise Two voucher, seamlessly connecting snack time with mealtime.

By pairing two iconic favourites, the promotion created instant gratification with high-perceived value rewards, encouraging repeat purchase and amplifying the buzz around the collaboration. The simple mechanic and strong emotional link gave retailers confidence to back the range with standout secondary placement, knowing the campaign would capture attention and fuel sales growth.

Building on the success of the initial Zinger Wings Campaign, this campaign showed proven success in the sector, allowing the brand to stand out in a competitive market.

### The Impact:



The campaign successfully fused two iconic favourites, using instant, high-value rewards to drive repeat purchase, secure standout in store, and deliver significant sales growth through the power of collaboration.





# CASE STUDY:

## **FERRERO** Ferrero: “Travel is an Amazing Sport” – Boosting Duty-Free Sell-Out During the Olympics

### The Challenge:

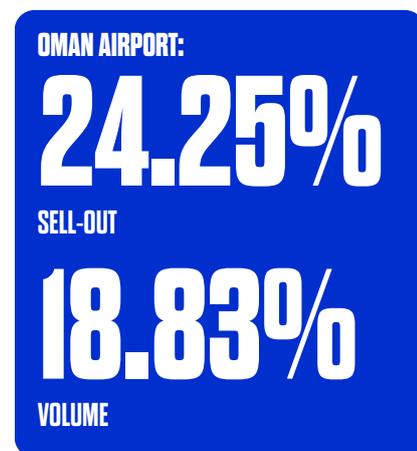
How do you increase sell-out and average spend in the Duty-Free channel during the Olympics while engaging a diverse, international traveller audience?

### The Approach:

Ferrero set out to reward a different kind of athlete – travellers – during the Olympics. Across airport retail, shoppers spending €20 on Ferrero products received €20 travel credits to book hotel stays via TLC’s global travel platform. The mechanic was simple to communicate, instantly valuable, cumulative, and usable worldwide – making it highly appealing to a broad mix of travellers from families with school-age children to business passengers.

By offering a reward that aligned with the travel environment and delivered genuine value, the campaign created a compelling reason for travellers to buy now and buy more. Crucially, this approach also strengthened retailer relationships in the duty-free channel, providing a differentiated offer that drove footfall, increased basket size, and secured prime space at high-traffic airports

### The Impact:





# HOW TLC DRIVES VISIBILITY

TLC helps brand marketers win visibility by giving your team the commercial firepower to pitch with confidence and credibility. We equip you with retailer-ready proposals backed by insights from thousands of FMCG promotions, complete with visual mock-ups, and compelling case studies. We can help you show how brand-centric promotions can expand baskets, increase rate of sale, and bring new shoppers into the aisle - all without eroding margin.

Through our COSMOS platform, you get real-time dashboards that can show sales by store and participation heat maps, so you can optimise execution and share results with retail partners. We help you plan omnichannel activation from the shelf to the screen, and our team handles fulfilment, compliance and partner sourcing so you can focus on brand storytelling, retailer negotiations, and building visibility in high-value spaces. It's smarter, faster, and built for brand managers who want their big ideas to land where it counts: on shelf, in cart, and in the hearts of consumers.

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# Turning Strategy into Action: Your Roadmap to Value-Led Growth

You've now seen how Disruption, Authenticity and Visibility work as united strategic pillars to deepen brand love, protect margin, and drive omnichannel visibility. But how do you embed these into your brand plans? As a brand marketer, you're juggling long-term equity and short-term targets, and pivoting from price-driven tactics to value-led, emotionally resonant growth can feel like a big leap. Shifting from discount-based promotions to experience-led incentives is easy if you start with your brand's 'WHY' and what your target customers value most. Then, with TLC's strategic framework, you can unlock a higher rate of sales, secure secondary space, and differentiate without discounting. Below is a roadmap to help you put the 3 strategic pillars into action and move from price-driven tactics to value-driven growth:

## 1. Audit current promotions and establish goals

- o Analyse the share of marketing spend currently devoted to discounts. Calculate the margin impact and cannibalisation effects.
- o Identify key commercial objectives such as increased sales, basket size, and data capture, strengthened retailer relationships and visibility.

## 2. Segment audiences and map your needs

- o Use existing data and persona research to understand motivation drivers (e.g. Gen Z values unique experiences and social sharing; parents seek family outings; Baby Boomers prioritise adventure).
- o Match reward categories to audience interests and align with brand positioning. For example, pair adventure experiences with energy drinks targeting Gen Z thrill-seekers; kids sports with laundry detergents; pamper and wellness experiences with personal care brands appealing to millennials, or cooking lessons with premium food products for more affluent, gourmet-led consumers. This ensures the reward doesn't just add relevant value, it reinforces the brand's positioning in the minds of the shopper.

## 3. Select the right reward mechanics

- o *Guaranteed vs. chance-to-win*: guaranteed rewards ensure everyone is engaged, and gets added value from their purchase; high-value prizes can add 'wow' excitement, but only appeal to the lucky few who actually win.

### • Mechanics designed for engagement - for example:

- A straightforward claim mechanic for mass reach and simple redemption.
- Gamification with randomised outcomes to boost excitement and repeat participation.

- Offer a reward currency value that can be accumulated with every purchase and spent on free experiences.
- collector cards that unlock rewards upon completion.
- Different tiers of rewards for different spend levels or qualifying purchases.

Select the right combination – based on shopper behaviour, brand objectives, and retailer expectations – ensuring your reward mechanic supports your goals for disruption, authenticity, and visibility.

#### 4. Partner smartly and align with brand purpose

- o Build partnerships with experience providers that reflect your brand values and audience aspirations (fitness brands, streaming platforms, hotels, attractions). Ensure supply and quality.
- o Incorporate sustainability and inclusion by selecting partners with environmental or social credentials.

#### 5. Integrate data capture and measurement

- o Require registration for reward redemption to collect first-party data. Be transparent about data use and offer value in return (e.g., tailored offers).
- o Use unique codes to track purchase, participation and subsequent behaviour. Combine with retailer data to measure uplift and ROI.

#### 6. Test and optimise

- o Pilot experiential promotions within your marketing calendar. Compare results against your usual price discounts to prove the business case for a differentiated approach.
- o Optimise reward mix, communication channels and creative based on performance data. Personalise follow-up offers.

#### 7. Scale and embed into loyalty strategy

- o Integrate experience-led rewards into existing loyalty programmes or create new paid tiers offering premium experiences (e.g., annual subscription with monthly experiential perks).
- o Train sales and trade marketing teams to pitch experiential promotions to retailers, emphasising how they deliver all three pillars: Disruption at the shelf, Authenticity to the brand, and Visibility gains in-store and beyond.

## 8. Communicate boldly

- o Harness the emotional storytelling potential of experiences in creative campaigns. Focus on how rewards make consumers feel rather than just their monetary value.
- o Leverage social media and influencer partnerships to amplify the experiences and encourage user-generated content.

By following this roadmap, FMCG marketers can pivot from the discount trap to a more sustainable, emotionally resonant growth model.



# YOUR 3 PILLAR ADVANTAGE

## Powered by TLC

We know the idea of rethinking your promotional strategy can feel daunting - more perceived complexity, cost, set-up time and more resources. That's where TLC comes in. With proven experience having created thousands of successful campaigns across global FMCG brands, we take care of the heavy lifting for you.

Our expert teams handle the entire promotion lifecycle, from strategic planning and creative ideation to launch, fulfilment, compliance, reward management and real-time reporting.

Armed with deep consumer insights, an exclusive global partner network, and a fixed-cost reward model, we bring the 3 Pillars to life without adding strain to your team. Our campaigns drive basket expansion, improve sell-out, win secondary space and delight retailers - all while protecting your margin and enhancing brand love.

With TLC behind you, the 3 Pillars go beyond theory; they become a practical, repeatable, and powerful formula for commercial success.

# Ready to turn Disruption, Authenticity and Visibility into your competitive edge?

**Book a discovery call today** and see how TLC  
does the heavy lifting - so you don't have to.

[Let's talk](#)

