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KEEMAT EKREASI SE-INDONESIA



# THE FMCG CASE STUDY COLLECTION

Rewarding results, for remarkable brands



# THE FMCG CASE STUDY COLLECTION

In FMCG, promotions too often fall into the trap of discounts. They move stock in the short term but eat away at brand equity, margin, and long-term loyalty. At TLC Worldwide, we believe there's a smarter way.

This collection of case studies showcases how some of the world's most iconic brands - from Frito-Lay and Quaker to Diageo, Unilever Rinso, and Haribo - are breaking free from the race to the bottom. By pairing powerful storytelling with high-perceived-value rewards, they've turned everyday purchases into extraordinary experiences. Promotions that not only sold more product but also deepened emotional connections, secured retailer support, and built lasting brand equity.

Each story is proof that when brands invest in story-telling and experiences, they don't just win at shelf, they win in hearts and minds.



# CASE STUDY:



## Frito-Lay: “Win Rewards in Every Pack - Snack More, Win More”

*Driving Engagement, Bigger Baskets, and Scale Across SG, MY and PH*

### The Challenge:

How do you drive sales and frequency for snack brands while also building brand awareness and engagement with younger consumers, without relying on heavy discounting?

### The TLC Approach:

TLC designed an instant-win promotion across Frito-Lay’s portfolio (Lays, Stax, Doritos, Ruffles). Every pack carried a guaranteed surprise reward, from fast food vouchers to game codes, travel credits, and fun activity passes, capped off with a grand prize of an **8-day resort stay**. The mechanic tapped into consumers’ preference for instant gratification and reinforced “the more you buy, the more you unlock.”



### The Impact:

**1.4 mil**

Over 1.4 million campaign page visits in the Philippines

**15%+**

conversion rate in Malaysia and Singapore

**60%**

of customers opted for larger pack sizes

This campaign proved that experience-led, instant rewards drive not just volume and engagement, but also reinforce brand value, creating a scalable alternative to discounting.

# CASE STUDY:



## PepsiCo: “Quaker Fit Club Campaign”

*Inspiring Healthier Choices While Driving Sales and Loyalty and Community in Singapore, Malaysia and Philippines*



### The Challenge:

In a crowded wellness market, Quaker needed to do more than drive trial, it had to keep shoppers coming back, reinforce its role as a trusted health brand, and stand out without resorting to discounts. While competitors leaned on price cuts or generic loyalty programs, Quaker saw an opportunity to connect more deeply with health-conscious consumers and prove its value beyond the breakfast table.

**The opportunity?** Tap into the growing consumer demand for wellness, fitness, and lifestyle experiences and turn every pack of Quaker into a step towards healthier living.

### The TLC Approach:

TLC and Quaker teamed up to launch the Quaker Fit Club Campaign, a wellness-first promotion designed to reward healthier choices. Every qualifying purchase unlocked a free wellness, dining, lifestyle, or travel reward, from gym passes to spa treatments, fitness classes to hotel stays. With over 1,400 partners across the region, the campaign ensured there was something for everyone, while tiered mechanics encouraged shoppers to upsize for even greater value.

By connecting everyday Quaker purchases with wellness and lifestyle rewards, the campaign went beyond functional product benefits to deliver something truly memorable, giving consumers extra motivation and value on their journey to healthier living.

### The Impact:

**45%**

conversion rate in the Philippines, 3x the FMCG average

**+20%**

sales uplift on priority SKUs

**30%**

bigger baskets in Singapore & Malaysia

Quaker proved that value-led promotions can outperform discounts while strengthening brand equity. Just as importantly, the Fit Club concept fostered a wellness community, positioning Quaker as a partner in healthier living, not just a product.

# CASE STUDY:



## Unilever Lifebuoy: “Free Football Gear With Lifebuoy Purchase”

*Boosting Shopper Appeal Through Family Fun*



### The Challenge:

How can Lifebuoy bring its purpose of protection to life in a way that builds parental trust and encourages children to play outdoors with confidence, in an increasingly competitive hygiene market?

### The TLC Approach:

Unilever's Lifebuoy partnered with TLC to launch Free Sports Gear With Each Purchase, a nationwide campaign designed to inspire active play while reinforcing the brand's protective role.

With every Lifebuoy pack purchased, parents could unlock free sports items and experiences - from football gear and play-centre passes to sporting accessories - giving families a practical, fun reason to choose the brand.

The campaign was supported by high-visibility in-store POS, shelf talkers, SMS pushes and social ads, all driving shoppers to a branded microsite where participation was quick and seamless. By connecting the brand's germ-protection promise to the benefits of outdoor play, Lifebuoy turned everyday hygiene shopping into a lifestyle-led experience.



### The Impact:

**30M+**

views generated on TikTok for the Lifebuoy campaign.

**40%**

conversion to buyers, reflecting strong consumer pull towards the brand.

**96%**

of participants claimed their experience, strong appeal of the sports-led rewards in driving family participation.

By making outdoor play feel both safe and rewarding, Lifebuoy positioned itself as more than just a hygiene brand, it became a partner in enabling healthy, active families.

## CASE STUDY:

# HARIBO

## Haribo: “100 Years of Goldbears”

*Driving Sales & Creating Lasting Memories*

### The Challenge:

To mark the 100th anniversary of its iconic Goldbears, Haribo wanted a campaign that did more than drive sales. The brand needed to celebrate its heritage in a way that felt meaningful to families and young adults, while reinforcing the joy and nostalgia that Goldbears have represented for generations. The mission was to build emotional connection, boost shopper engagement, and give customers a keepsake that would live far beyond the pack.

### The TLC Approach:

We designed a campaign that rewarded purchases with something families truly value: shared memories. For every S\$5 spent on promotional Goldbears products, shoppers received a free 8x8 photobook worth S\$44.90, a keepsake to cherish family moments.

The creative tapped into three powerful motivators:

- Our love of celebrating milestones - a century of Goldbears deserved something special.
- Our passion for preserving family memories - a photobook reward with lasting value.
- Our desire for meaningful rewards - turning everyday purchases into something to treasure.



From in-store activations to QR-led digital journeys and social buzz via KOLs, the campaign told a story bigger than confectionery: it was about creating and sharing joy across generations.

### The Impact:

**+41.2%**

YoY sales growth, with 165% of sales volume driven in the first month

**+31%**

increase in overall customer engagement

87% of customers participated via in-store QR codes, amplified through KOL channels

Celebrating 100 years of Goldbears, Haribo showed how experience-led rewards can deepen emotional connections, drive meaningful sales growth, and reinforce its family-first positioning.

# CASE STUDY:



Unilever

## Unilever Rinso: “Ayo Main” (Let’s Play!)

*Bringing the ‘Dirt is Good’ Philosophy to Life*

### The Challenge:

How do you drive sales AND reinforce brand purpose and deepen family connections without resorting to discounts in a competitive laundry detergent market?

### The TLC Approach:

Unilever’s Rinso, Indonesia’s leading laundry detergent brand, partnered with TLC Worldwide to launch “Rinso Ayo Main” (Let’s Play) - a nationwide promotion perfectly aligned to its “Dirt is Good” storytelling. With every purchase of Rinso washing products, **shoppers could claim a free child admission at hundreds of premium attractions nationwide**, from zoos and museums to theme parks and play centres. Promoted on 15.5 million packs and supported by in-store marketing and digital comms, the mechanic was simple: upload your purchase receipt and instantly receive your reward voucher.

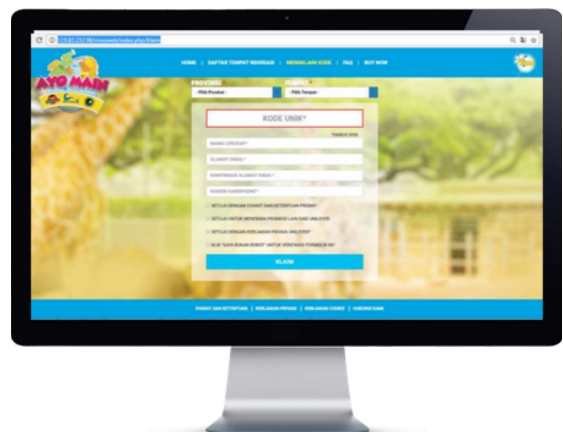
### The Impact:

15%

SALES UPLIFT

30%

repeat purchase and  
participation rate



As one Brand Manager at Unilever put it:

*“Rinso Ayo Main (Let’s Play) was a one-of-a-kind thematic promo made possible thanks to the partnership we had with TLC Marketing.”*

By offering a high-value, experience-led reward that spoke directly to family values, Rinso strengthened its emotional connection with shoppers while driving sales growth - all without touching price.

# CASE STUDY:



## Ricola: Breathe In Nature

*Turning Purchases Into Fun Nature Experiences*



### The Challenge:

In a crowded FMCG category where functional benefits alone aren't enough, Ricola needed to strengthen its connection with younger consumers. The brand wanted to move beyond refreshment and position itself as part of a lifestyle that promotes wellness, escapism, and balance.

Two key challenges stood out:

1. Differentiate Ricola beyond taste and functionality, positioning it as a lifestyle brand that embodies wellness and escape.
2. Drive incremental sales uplift by offering a reward that was aspirational, ownable, and true to Ricola's brand story.

### The TLC Approach:

TLC transformed Ricola's brand essence into a liveable consumer experience. By building a network of outdoor and adventure activities, the campaign invited customers to "breathe in nature" in real life.

The mechanic was as engaging as it was strategic:

- Buy 3 Ricola products and unlock access to free or 1-for-1 activities like rock climbing, kayaking, karting, and more.
- Redeem rewards through a simple, mobile-first QR code journey that matched the digital habits of the audience.

The reward was high in perceived value, perfectly aligned with Ricola's brand promise, and impossible to replicate without copying Ricola's unique positioning around nature and wellness.

### The Impact:

**+20.7%**

sales uplift during the campaign period.

**28%**

consumer engagement proved Ricola's ability to inspire action beyond purchase.

Strengthened emotional equity by associating Ricola with joy, balance, and adventure.



By anchoring the campaign in Ricola's DNA of nature and wellness, the promotion not only drove immediate sales but also elevated the brand from a trusted candy to a cultural ally for consumers seeking experiences that refresh both body and mind.

# The Future of FMCG Promotions

This collection prove that consumers don't remember prices, they remember moments. The brands featured here proved that value doesn't have to mean discount and by choosing story-telling that aligns with their brand purpose and complimenting that with experience-led rewards, they've protected margin, driven volume and built lasting loyalty, all while creating campaigns their customers will talk about long after the purchase.

**Ready to see how it could work for your brand? Book a discovery call today.**

**[Book a Discovery Call](#)**

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## About TLC Worldwide

TLC offers brands a smarter alternative to traditional discounting. We've designed and delivered thousands of campaigns for global FMCG brands that prove there's a smarter way to grow.

We help shopper and brand teams deliver compelling, experience-led rewards that feel generous to consumers but cost only a fraction of their real value. The result? Scalable promotions that tell your brand story, connect with consumer passions, and stretch budgets further.

Our exclusive global reward ecosystem, built over 30 years with more than 100,000 partners, enables us to offer every qualifying shopper a high-perceived-value reward, at a cost of just pennies per pack.

With deep consumer insights and a fixed-cost model that protects your margin, we help brands drive basket expansion, improve sell-out, secure secondary space, and delight your retail partners.

