

THAT WINNING FAMILY



WIN
YOUR SHARE OF
R500 MILLION
IN GUARANTEED PRIZES

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 Africa, we believe there's a smarter way.

This collection of case studies showcases how some of the world's most iconic brands - from Mondelez and Danone to PepsiCo, Tiger Brands and Birds Eye - 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:



Dettol: “Everyday Rewards for Everyday Protection” – Boosting Sales & Consumer Engagement

Reinforcing a Heritage of Protection, Driving Sales, and Building Loyalty Among the Next Generation of Hygiene-Conscious Families

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 TLC 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:



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

Honouring 200 Years of Heritage, Strengthening Connections, and Inspiring Loyalty Across Generations

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?

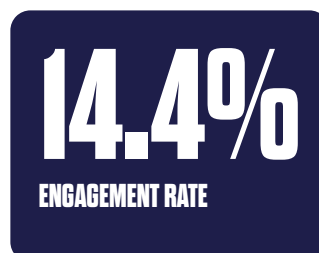
The TLC Approach:

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:



PEPSICO

PepsiCo: “Simba Roarrs with KFC Original Recipe Flavour”

Blending Iconic Flavours, Boosting Awareness, and Driving Sales in the Competitive Snacks Market

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 TLC 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 R40 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 with 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.

60%

ENGAGEMENT RATE

CASE STUDY:



OROS: "Flavour Up your Meal Time"

Spreading Joy, Rewarding Every Sip, and Turning Everyday Moments into Family Wins

The Challenge:

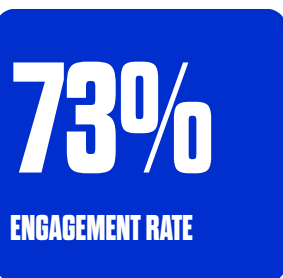
Oros aimed to boost sales and brand awareness through a nationwide campaign that would delight families with engaging rewards. The brand needed to appeal to both primary shoppers (moms and caretakers) through BTL activity, and teens and young adults (16–24 years) through ATL communications.

The TLC Approach:

Partnering with TLC Worldwide Africa, Oros launched a promotion where every purchase of a 1L or 2L bottle in any flavour unlocked a guaranteed lifestyle reward. Rewards included vouchers for Spur, Hungry Lion, Steers, Nando's, Burger King, Krispy Kreme, plus airtime and data. By leveraging TLC's dining and QSR network, the campaign tapped into South Africa's 'eating out' culture, ensuring high relevance and mass appeal across audiences.

The Impact:

The promotion achieved an impressive 73% engagement rate, strengthening Oros' emotional connection with families and reframing the brand as a fun, rewarding experience – not just a drink.



"The service from TLC Worldwide Africa was outstanding; I was very pleased with their communication style and approach."

Brand Manager, OROS

CASE STUDY:

Tiger Brands



Tiger Brands: “That Winning Family”

Celebrating Families, Strengthening Loyalty, and Driving Sales Growth in a Competitive Market

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 TLC 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

CASE STUDY:



Danone: “Take Me Now, Spoon Me Later & Stand a chance to Win Your Share of R5 Million in Prizes”

Celebrating Love, Inspiring Indulgence, and Driving Sales with Irresistible Rewards

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 TLC 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:

40%
ENGAGEMENT RATE

**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.

CASE STUDY:



Birds Eye: “From Tea Times to Fun Times”

Protecting Premium Positioning and Winning Families in a Cost-of-Living Crisis

The Challenge:

When household budgets tighten, even the most loyal customers can be tempted to trade down to own-label. Birds Eye, a brand built on quality, trust, and wholesome family appeal, faced exactly that challenge during the height of the cost-of-living crisis. While competitors leaned into price cuts, Birds Eye needed a smarter way to protect its premium positioning, keep shoppers loyal, and reinforce the value it brings to family mealtimes.

The opportunity? Tap into the insight that many families were cutting back on extracurricular activities and find a way to give that joy back.

The TLC Approach:

TLC and Birds Eye teamed up to launch From Meal Times to Fun Times - a feel-good, value-added promotion designed to put smiles back on family calendars. Every qualifying purchase unlocked **a free family sport or activity worth £20 or more**, from swimming sessions to mini-golf, tennis courts to climbing walls.

Key to the strategy was ease and visibility:

- Off-pack activation, communicated entirely via impactful POS in Asda stores, meant no changes to packaging or production timelines.
- A clear, uplifting value message spoke directly to parents making tough spending decisions.
- A seamless online redemption journey made claiming rewards simple, keeping engagement high.



By connecting Birds Eye’s mealtime moments with out-of-home family fun, the campaign went beyond functional product benefits to deliver something truly memorable - giving customers something extra when they needed it most.

The Impact:



Birds Eye didn’t just feed families, it gave them more to smile about, proving that in tough times, true value isn’t always found on a discount sticker.

The Future of FMCG Promotions

This collection proves 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](#)

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 cents 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.

