



**CROSS PROMOTION
TORONTO MAPLE LEAFS
AND COCA-COLA ZERO**

Challenge:

How to leverage attendance at an event and create a cross-promotion where sponsor gets retention value and team grows their marketing database?

snapNwin™ Solution:

Marketing teams from the Leafs Nation Mobile Fanzone distributed snapNwin cards at the Coca-Cola Zero® Fans First Game promotion launch event. The card featured the game sponsor and contest details. Sponsor received the magnet portion so that fans keep their brand on their refrigerator. Inside and back of card communicated instant win or drove card recipients to website for contest entry. Unique pin codes used for instant winners to increase contest security.

