



case study: Ontario Mills Mall LUCKY ENVELOPES

RETAIL



ONTARIO MILLS

WHO: Ontario Mills Mall

WHAT: Lucky Envelopes

WHERE: Ontario, Calif.

OBJECTIVE: Drive Traffic and Grab Attention

RESULTS: 225,000 Total Entries

2% Increase in Traffic for Year

3,500 New Email Addresses



I love the Mills

Corene James wins \$100,000 holiday shopping spree.

Ready to give your customers a happier holiday season while building awareness, increasing foot traffic and building your database? Take a tip from Ontario Mills Mall's Director of Marketing, Susan Oxarart, and give someone the chance to become a holiday millionaire, paid for by Odds On!

Ontario Mills-ionaire Maker...

From mid-October to Christmas Eve (better known as the holiday shopping season), Ontario Mills Mall in Ontario, Calif. was on the search for big winners! In a \$1,000,000 three-part promotion designed to attract attention, build an email database and drive foot traffic, the "Dreams Come True at Ontario Mills" **Lucky Envelopes Contest**.

Traffic Driver

For a chance to win, mall patrons needed to complete a brief registration form. Then, every Monday, Ontario Mills randomly selected one of the weekly registered contestants and awarded them a \$1,000 shopping spree and gave them the chance to pick from 100 prize-filled envelopes placed in a shopping bag. If the contestant selected the winning envelope, they received an additional \$100,000, paid for by Odds On. But this promotion got even better, because on December 24th the mall selected one final contestant from all of the entries received during the promotional period and gave that contestant the chance to win \$1,000,000, paid for by Odds On.

\$100,000 Winner

Corene James, a married mother of three from Rialto, Calif. learned about the promotion on the radio. She filled out her registration card and dropped it in the entry box at the mall, never expecting she'd win the \$1,000 shopping spree let alone get the chance to win the \$100,000. After finding out she'd been selected, Corene returned to the mall and got the chance to dig into a shopping bag for her shot at \$100,000. She picked an envelope from the bottom of the bag, winning her family a very happy holiday gift of \$100,000, paid for by Odds On.



A Great Promotion

While no one won the \$1,000,000 final drawing, the promotion was a very big winner for Ontario Mills driving increased traffic until the final day of the holiday shopping season, December 24th. According to Oxarart, "Our end of year traffic was up 2%. We added 3,500 names to our email database—which, for the record, is great—and our customer response was fantastic!"

Want to increase your traffic, build your database and keep your competition on their toes this retail season? Give Odds On a call.



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www.oddsonpromotions.com

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