



case study: **bison dip**

# RETURN FOR RICHES

FOOTBALL



**WHO:** Bison Dip

**WHAT:** \$100,000 Kick-Off the Season with Bison

**WHERE:** Ralph Wilson Stadium and Tops Markets

**OBJECTIVE:** Product Awareness

**RESULTS:** A winning promotion for Bison Dip

### Kick-Off the Season

Ask Beverly Bennett about her favorite NFL team, local dairy and grocery store and it's likely she'll tell you about the Buffalo Bills, Tops Markets and Bison Dip. That's because Bennett won \$100,000 as part of the "\$100,000 Kick-Off the Season with Bison" promotion.

During an 8-day qualification when Tops Market shoppers purchased Bison Dip using Tops loyalty club "Bonus Card", they received a chance to win \$100,000 if the Buffalo Bills returned a kickoff for a touchdown.

### Picked To Win

From the total contestant pool, eight qualifiers were selected to win an autographed football and a pair of tickets to the Buffalo/New England game at Ralph Wilson Stadium. Although Bennett was a long time fan, she had never attended a Bills game. "One of our prizes was to be on the field before the game and that's when they drew my name to have the chance at winning the \$100,000," explained Bennett.

### 98-Yards

Terrence McGee quickly became Beverly Bennett's MVP. McGee returned a kickoff 98-yards for a touchdown. However, Bennett didn't actually get to see the winning return, "I saw him take off with it, but I didn't see him actually score because everybody was standing in front of us. My husband said, 'oh, you've won.' That was just a wonderful play," stated Bennett.

As for McGee, he counts the play as pretty wonderful too, "That was my first touchdown in the NFL. My mom was at the game and she was able to see it."

### Big Winner

What is Bennett planning to do with her big winnings? "My husband and I have been thinking of buying a vacation home. And we're going to give a little to our three children," she explained.

In addition to winning the \$100,000, the autographed football and the tickets, Bennett also received an autographed helmet and Sam Adams jersey and was greeted with a big surprise party, featuring a Bills cake and balloons, when she returned home.

Which just goes to show you... it pays to support your local dairy and the hometown team!



### A Winning Combination

Buffalo's Terrence McGee "Returning for Riches".



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