

MODELL'S AND GE MONEY

a case study

Drum-roll, please:



And you've won...



Objectives: GE Money and Modell's Sporting Goods wanted to increase the usage of their MVP Mastercard during the Spring. GE Money wanted a promotion that would motivate a consumers to shop Modell's Sporting Goods.

Strategy: GE Money enlisted CFA to assist in the development of a sweepstakes where one consumer had the chance to win \$100,000 as well as other amazing Major League Baseball activities.

CFA developed a sweepstakes where one lucky winner won a trip to NYC, tickets to the last All-Star game in Yankee Stadium, tickets to the other All-Star activities and the chance to win \$100,000.

Results: The winner came to NYC and picked from a wall of 100 baseballs. Although the winner didn't win \$100,000 the results of the promotion were exciting and the winner walked away with \$1,000 in cash and \$500 in GE gift cards.