SHORT-TERM PROMOTIONAL ACTIVITIES AS SOCIAL MEDIA STIMULANTS: A COMPARATIVE STUDY WITHIN THE SOUTH AFRICAN PREMIUM CHOCOLATE INDUSTRY

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Abstract - This paper conducts a comparative analysis between Lindt and Ferrero Rocher Valentine's Day short-term promotional campaigns in terms of the promotional activities employed and the resulting online engagement these tactics triggered. The confectionery industry is an increasingly competitive market with brands vying for consumer attention online and off-life. In South Africa the premium chocolate industry is dominated by two key players, Lindt and Ferrero Rocher, with similar attributes in terms of product, price and place. It is therefore the element of promotion which is used to differentiate the brand. The research question that this paper answers is therefore, of the promotional activities (advertising, personal selling, sales promotion and publicity) which activity triggers the most user-generated social media engagement? The research provides practical implications for brand management on the choice of, and motivations for, promotional activity selections during short-term marketing strategies in stimulating greater social media return for their company.

Index Terms - Ferrero Rocher, Lindt, Marketing Mix, Promotional Tactics, Premium Chocolate, Social Media Engagement, Valentine's Day.

I. INTRODUCTION

Chocolate is an experiential product which stimulates escapism, nostalgia and pleasure and has evolved beyond simply being a curb for hunger, into a creator of sensorial and aesthetic gratification [1]. Africa, with its increased market stability, is transforming into a confectionery stronghold with South Africa and its reduction in tariffs and trade barriers, growing middle class, large youth population and increased sophistication in buying habits, proving the ideal market [2][3]. The predicted overall growth of South Africa's chocolate industry exceeds the international average over the next ten years [4]. Despite the popularity of mainstream chocolate, the increased accessibility of premium chocolate paired with gifting confectionery trends has established the profitability of the premium chocolate market [1]. Lindt and Sprungli (trading under Lindt South Africa) and Ferrero Rocher (trading under Ferrero Ithemba RSA) control the largest share of South Africa's R495 million premium chocolate market [5]. In order to meet the demands of a constantly evolving consumer, these brands must provide more than a unique taste experience with a plethora of marketing activities aiming to bring fresh ideas to established brands [6].
Since the traditional marketing mix elements of product, price and place of Lindt and Ferro Rocher are fairly similar, the direct resemblances intensify rivalry between these two premium brands and emphasise the strategic importance of promotional activities [7]. By assessing the short-term promotional activities (including advertising, personal selling, sales promotion and publicity) of these brands over Valentine's Day, and the social media engagement these activities stimulate, a qualitative case study is conducted to conclude which promotional activities yield the most online consumer engagement.
Much research has been done on social media content message effectiveness [8] [9], but not on the promotional activities that sparked this engagement. The lack of research on cause-and-effect relationship between promotional activities within the confectionery industry and the social media reactions generated therefrom, is a fundamental and glaring omission that this paper seeks to address.

II. RATIONALE FOR THE STUDY

A. Valentine's Day

The short-term promotional campaigns of the two brands, and the themes around which their communication efforts were coordinated, were analysed due to the fact that chocolate sales are widely categorised as impulse purchases and such consumer behaviour modification techniques have been proven to be more effective when used on an intermittent basis [10] [11].

Festive and occasional sales are crucial to the South African chocolate market with purchasing cycles guiding consumer behaviour [5]. Since Valentine's Day is internationally the key consumer purchasing occasion for the confectionery industry traditionally creating the peak of chocolate sales, it is the most suitable campaign to assess [12]. An analysis was therefore conducted on the social media interactions as phenomena in the pre- and post- Valentine's Day campaign, covering the 4th of January to the 25th of February 2017 as a time frame as these were the first

and last dates that Valentine's Day themed posts were published on Lindt and Ferrero Rocher social media platforms.

B. Social Media

The aspirational element of esteem that these premium chocolate products are held in, mean that those that own the products want to boast about their purchases online [13]. Social media as a stimulant for desire and a motive for purchase thus leading to sales in the long term therefore served as a suitable source of data [9] [14]. Social media was furthermore an appropriate pool from which to draw data, as research has proven that the number one driver for brand trust, besides referrals from friends and family, is online reviews and feedback from social networks as reference groups [15] In addition, because the perceived values attributed to chocolate result in consumers being willing to pay more for intangible benefits and imperceptible value attributions [17] [18], social media is the most suitable platform to track these perceived values.

C. User-Generated Comments

Despite the recognition that social media is an accurate indicator of consumer sentiment and an effective way to reach stakeholders [19] [20] even the most comprehensive reviews of promotional activities as social media stimulants, fail to analyse specifically user-generated comments [21]. User-generated content includes comments created by users as expressions of their individual beliefs, including reactions to products and services [20]. This differs from corporate-generated content which relates to company specific posts published to advertise a specific product or service and target consumers online [22]. User-generated comments can therefore be seen as niche media vehicles that provide an authentic platform for users to publish opinions and were therefore exclusively used in the research [23].

III. THE MARKETING MIX IN SHORT TERM CAMPAIGNS

Since its first use in Borden's (1965:7) work the "marketing mix" of product, price, place and promotion represents the way in which an organisation's broad marketing strategies are translated into marketing programmes [24]. Through analyzing the various marketing mix elements it is clear that promotion is the key means for similar brands such as Lindt and Ferrero Rocher to differentiate themselves.

A. Product

A product is defined as an article or substance that is manufactured or refined for sale [25]. Lindt and Ferrero Rocher are similar in terms of their innovative approach with new flavours, for example their focus on coconut since coconut is one of the fastest-growing flavours in the chocolate segment. Other similarities in their product include their style and elegant package design, the exclusivity and prestige of their product status, and the historical workmanship of both of their products [26] [27].

B. Price

Price is defined as the amount a customer has to exchange to receive an offering [15]. In South Africa it is consumers that fall into the higher Living Standards Measures (LSM) categories of 6-10, that purchase these premium brands [25]. Since practically no marketer operates as a monopoly, most of the pricing strategies of these brands are in relation to each other and so Lindt and Ferrero Rocher each engage in attack and defensive strategies [24]. Lindt is, in general, more expensive than Ferrero Rocher, however during short-term themed campaigns, the prices on selected ranges are marked down extensively in order to be in line with that of Ferrero Rocher's.

C. Place

Although a premium product, chocolate remains a convenience good with extensive distribution [28]. Lindt further establishes a unique corporate identity through its exclusive Lindt Cafes, which sell Lindt products not readily available in general retail stores [29]. Both Lindt and Ferrero Rocher can consistently be found side by side in the same retailers and so placement cannot be relied on for a competitive advantage.

IV. PROMOTION

Promotion is defined as an act of using several different types of communication in exchanging information between sellers and buyers in order to create positive attitudes and buying behaviour, to support marketing goals [28]. Both brands invest heavily in aspects of promotion to induce social media engagement.

A. Sales Promotion

Sales promotion is defined as a temporary special offer intended to provide a direct stimulus to produce an immediate, overt, desired response to trigger target groups [10] [24] [30]. From buy one get one free promotions (often employed at Pick 'n Pay stores), to 20% off price drops (often employed by Woolworths), it is clear that price promotions influence purchasing decisions of the South African consumer. Both brands use a price drop as a persuasive device of scarcity by suggesting that the product is desirable to all customers and will soon run out [31]. Sales promotion often generates word-of-mouth reactions but this does not automatically result in social media interactions.

B. Advertising

Advertising is defined as any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor [24]. Lindt, for example, buys into self-gifts or monadic gift giving, in which Western consumers are found to sometimes reward, console, or celebrate themselves with self-purchased gifts. This is reflected in their advertising which features a woman alone, enjoying a private moment of bliss indulging in the Lindt chocolate. Ferrero Rocher on the other hand, features chocolate as a shared gift given to others and features a public exclusive event where the chocolate is given to guests. Despite this disparity, there are fundamental elements that are the same as both brands highlight their European heritage. Such craft designer-driven brands aim to maintain an aura of authenticity, downplaying the commercial realities of their products [32]. This unity between the brand and the country of production is recognised, as there is an entrenched international exotic mystique that has developed around foreign chocolate brands [33] [34].

C. Publicity

Publicity is defined as an act or device designed to attract public interest and includes activities such as community sponsorships or event partnerships. Both Lindt and Ferrero Rocher understand that different places can create different consumption experiences as environmental cues determine product perceptions [35] [1]. Both brands sponsor exclusive events to target consumers within their stage of readiness [24] as the environment is an important factor that might influence how consumers view price [31]. Numerous environmental, motivational, emotional, social, and time-related factors can modulate the consumption experience [1]. Publicity and events are used to target consumers when they are in a relaxed frame of mind and are more receptive. Publicity is also sought through employing ambassadors to products, namely "key influencers" who are on the consumer's social radar and form part of celebrity endorsements [15]. Swiss tennis champion Roger Federer is the international global Lindt ambassador [36], while the South African industry has elected Fix Moeti, a local radio personality on 5FM, as an ambassador of the Lindt Hello range [37].

D. Personal Selling

This is a key differentiating factor with Lindt, as free sampling, is used to induce trial-use in order to form a relationship that encourages buying [24]. Scholars note that this personal consumer interaction is more important than ever [38] [39]. This is especially true of chocolate which is an impulse purchase. Luxury chocolate purchases require more consideration and more time is therefore spent in the aisle weighing up options, thus proving the ideal opportunity for having the salesperson explain and demonstrate the product benefits stressed in advertisements, thus repeating core messages in a face-to-face context [15]. The purchasing process transforms from being receptive to being interactive as consumers do not simply see an advertisement, but engage with the sampler.

It can therefore be concluded that although both brands use promotional activities such as television advertisements, there are key differences such as Lindt's use of personal selling and Ferrero Rocher's emphasis on low prices as a use of sales promotion.

V. RESEARCH

A. Research Methodology

A qualitative research design was used in conducting a desktop dual case-study of the social media profiles of the two brands. The lack of literature on the relationship between promotional activities and social media reactions justified a more exploratory approach [41]. This exploratory nature required a grounded theory approach as the findings from the data collected formed the basis for theory construction, such as the theory that certain specific promotional activities are more successful in triggering social media engagement than others. Topic modelling as a form of text mining and identifying patterns was then used to sort the relevant comments and link them to the applicable promotion activity that initiated the online exchange.

B. Research Design and Process

Elements of explanatory studies were drawn on as proof that a demonstrable relationship exist between short-term promotion activities and spikes in social media engagement [41]. Data from the social media platforms of Instagram and Facebook of Lindt and Ferrero Rocher was gathered (specifically social media tags #LoveLindorSA #GoldenMoments according to their Valentine's Day campaign "themes" that fell within the time line), as expressive content. Thereafter the frequency and vocabulary of the social media posts were recorded and categorised. Consumer engagement in the form of user-generated comments on corporate-generated posts (posts published by Lindt and Ferrero Rocher on their platforms respectively), were exclusively considered.

Content analysis, a technique for systematically describing written, spoken or visual communication was therefore the method used to analyse these posts [42]. Given the nature of the social media platform, the online language extended beyond simple linguistic constructs to that of visual cues in the form of emoji's, namely small digital icons used to express idea and emotions in electronic communication [43], as well as Graphic Interchange Format (GIF) icons which are animated and therefore not just static. These emoji's and GIF's were analysed according to sentiment

expressed, with a positive finding in correlation with a category of interest such as personal selling, producing conclusive results.

C. Data Collection and Processing

The major sub-tasks included (1) browsing through Lindt and Ferrero Rocher's corporate-generated posts on their official Facebook and Instagram pages and finding consumer comments; (2) recording this data and processing in terms of frequency to find when spikes in activity (frequency-related phenomena) occured; (3) capturing this data and processing in terms of vocabulary in order to identify common themes and patterns across posts; (4) attributing posts to specific promotional activity classification by the chocolate company, including hand-coding messages into categories of interest in line with the promotional elements of personal selling, publicity, advertisement and sales promotions; (5) drawing conclusions on each brand individually and then comparing the two.

When analysing the official Facebook pages of Lindt (6 926 865 likes on the national Lindt South Africa page) and Ferrero Rocher (20 646 107 likes on the international page), the following elements were recorded: the date of corporate-generated post, number of overall user-generated comments on the post, number of emoji or GIF comments on the post, link between the categories of interest ("PERSONAL SELLING", "SALES PROMOTIONS", "ADVERTISEMENT" AND "PUBLICITY") and highlighted quotes from these comments. The element of "PUBLICITY" was furthermore divided into "EVENTS" (when Lindt or Ferrero Rocher sponsored chocolate at events), "PARTNERSHIPS (when the brands worked with partners on competitions such as Lindt collaborating with the Expresso TV show in featuring a couples sharing their #BlissfulMoments with #LoveLindtSA every morning who would win a Lindt Hamper; as well as collaborating with companies such as Net Florists in giving a free Lindt chocolate with every floral purchase on Valentine's Day; as well as partnering with malls such as Canal Walk in giving away three R1500 Lindt hampers, as well as giving gift hampers to magazines such as Bonna Magazine, Food and Home Magazine, Living and Loving Magazine etc. When comments were made that were specifically product-focussed and not specifically linked to a promotional activity category, it was recorded as "GENERAL PRODUCT" comments.

By operationalising frequency and vocabulary elements, the intended research objectives were reached as the main themes and codes were used to develop categories and establish a coding frame to categorise responses according to the promotional mix activities of either advertising, personal selling, sales promotion and publicity [42]. Frequency was furthermore employed to indicate the strength of associations as well as measuring the number of times these promotional activities were alluded to during the aforementioned times.

VI. FINDINGS

Although the majority of posts were generally positive reactions to the product itself, making mention of elements such as its taste and the overall quality of the product, (81% of Lindt Facebook responses and 38% of Ferrero Rocher Facebook responses), the frequency and popularity of vocabulary links varied substantially between the two brands. Posts online varied day by day, and the vocabulary linked mentions seemed to parallel specific actions taken by Lindt or Ferrero Rocher. For the Lindt Facebook page, general product compliments was the top mentioned category (81%) however on the Lindt South African Instagram page (24 600 followers), it was publicity, specifically in terms of partnerships that was mentioned the most. This included the collaboration with various magazines, shopping malls and florist businesses. The partnership with the SABC3 Expresso morning television show and its daily #LoveLindtSA #BlissMoments competition in the two weeks leading up to Valentine's Day (where couples who shared their moments of bliss won a Lindt hamper), stimulated the greatest feedback, namely 73% of Instagram comments. Surges in frequency could also be directly correlated with comments of #LoveLindtSA on the Expresso morning show. This offers a major contrast to Ferrero Rocher which had zero interactions regarding publicity from partnerships. Both brands did however have a few mentions of publicity in terms of events with 2% of Ferrero Rocher Facebook page mentions and 3% of Lindt Facebook page mentions. Comments such as "tried these Ferrero Rocher balls at an event the other day, highlight of the evening" (25 January 2017), "what a treat to be served Lindor truffles at the movie premiere" (30 January 2017) and "the balloons tied to Lindor truffles looked magnificent at tonight's movie premiere - your chocolate has never tasted better" (17 February January 2017). The latter two comments refer to the Lindt's "50 Shades Darker" Movie Premier in the Prestige Lounge where pre-screen viewers from all over the country were welcomed with Lindt themed heart balloons and chocolates. In terms of frequency, the volume of social media conversation tends to attain a peak immediately following an event with spikes in online response on the evening of the event. A further area worth investigating is that of personal selling which was a consistent, if not subtle, vocabulary theme in the Lindt responses which included comments such as "getting a taster makes me want to go to Menlyn every week" (4 January 2017), "please can we sample this new flavour in store?" (12 January 2017) and "after tasting this in store I am now

addicted" (29 January 2017). Personal selling made up 4% of Lindt Facebook responses and 2% of Instagram responses, while Ferrero Rocher, which does not have a personal selling programme in place did not have any. In terms of frequency patterns for both brands, there are brief spurts in conversation after Valentine's Day but these do not match the volume that is attained in the early periods in the build-up to February the 14th.

Ferrero Rocher's highest surge in online feedback was linked to its television advertisement which comprised 56% of its Facebook page interaction while Lindt recorded a mere 6% advertisement vocabulary interaction on Facebook. An analysis of the various reactions to the television advertisements of the two brands yields further interesting results. The brand differentiation in terms of Lindt positioning itself as the ultimate private indulgence was clear in responses to its television advertisement such as: "I love the Valentine's day advertisements" (18 January 2017); "this is my ultimate spoil" (18 January 2017); "treating myself to Lindt today" (26 January 2017); "this advertisement makes me so happy, busy having my private moment of bliss" (26 January 2017). These comments prove that Lindt has positioned itself as a self-purchase item, which contrasts to Ferrero Rocher's positioning within the premium gift market. This is evident in comments such as "Ferrero Rocher is the best gift to give" (20 February 2017); "a spoil for the whole family" (20 February 2017) and "this is always perfect for sharing" (20 February 2017), which reinforces it first and foremost as a gift rather than a self-consumption item.

CONCLUSION

Understanding consumer demands for food specifically is becoming increasingly important as consumers' attitudes and preferences strongly influence the direction of food retailers' strategies [3]. This research provided valid information in guiding managers in the selection and implementation of the promotional activities in stimulating greater social media return for their company. A deeper understanding of the possibilities of promotional activities of advertising, personal selling, sales promotions and publicity as social media stimulants were attained. These findings provide guidelines for Lindt and Ferrero Rocher in re-evaluating their short-term marketing strategies and prioritise promotional activities that yield the most social media returns. For Lindt their publicity generation in collaborating with media and businesses, as well as hosting unique consumer events, provided the greatest social media return. It can be concluded that a greater investment by Ferrero Rocher in their publicity campaigns could yield further results as the only other factor stimulating online engagement is their television advertisement. The research therefore provided a number of practical implications for brand management on the choice of, and motivations for, promotional activity selections

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ADDENDUM A – LINDT FACEBOOK PAGE

LINDT SOUTH AFRICA FACEBOOK PAGE - 6 926 865 LIKES			
DATE OF COMMENT	NO.	NO. OF EMOJIS	VOCABULARY LINKS PERSONAL SELLING/ADVERTISEMENT/PUBLICITY/SALES PROMOTION
04-Jan	3	2	1 x PERSONAL SELLING "I love your in store tasters, it makes me want to go to Menlyn every week."
06-Jan	12	10	2 x PERSONAL SELLING "I love tasting these new flavours"
08-Jan	1	0	1 x TV ADVERTISEMENT "I saw this on television"
09-Jan	84	7	1 x TV ADVERTISMENT "I love the Valentine's day advertisements." 3 x PERSONAL SELLING "So glad to have tasted the new product in store." "Thanks for the taster Lindt." 74 x GENERAL PRODUCT
12-Jan	1	0	1 x PERSONAL SELLING "Please can we sample this new flavour in store"
15-Jan	12	0	12 x GENERAL PRODUCT
16-Jan	25	2	3 x PUBLICITY (EVENTS) 50 Shades Darker Movie Premier at Menlyn Mall 22 x GENERAL PRODUCT
18-Jan	6	0	6 x GENERAL PRODUCT
20-Jan	10	2	8 x GENERAL PRODUCT
23-Jan	2	0	2 x GENERAL PRODUCT

26-Jan	18	2	16 x TV ADVERTISEMENT "This advertisement makes me happy"
29-Jan	10	1	1 x PERSONAL SELLING "After tasting this in store I am now addicted" 9 x GENERAL PRODUCT
30-Jan	20	3	3 x PUBLICITY (EVENT) Lindt Lindor served at an event: "What a treat to be served Lindor truffles" 17 x GENERAL PRODUCT
31-Jan	17	0	1 x PERSONAL SELLING "Can't wait to see your promoters in store so I can get a taste" 16 x GENERAL PRODUCT
01-Feb	19	0	5 x PERSONAL SELLING "Tried these new flavours in store, can't wait to go to Newton Park Superspar to taste more." 14 x GENERAL PRODUCT
01-Feb	19	0	19 x PUBICITY (PARTNERSHIP) Expresso TV show, My Blissful moment couples competition
03-Feb	5	0	5 x GENERAL PRODUCT
06-Feb	39	0	3 x SALES PROMOTION "Great promotion just in time for Valentine's Day" 36 x GENERAL PRODUCT "Chocolates are the perfect gift for Valentine's Day"
08-Feb	27	2	27 x GENERAL PRODUCT
11-Feb	4	0	4 x GENERAL PRODUCT
13-Feb	4	4	8 x GENERAL PRODUCT
14-Feb	4	0	4 x GENERAL PRODUCT
17-Feb	6	2	6 x PUBLICITY (EVENTS) Valentine's Day Movie Screening Mall Pretoria Lindt balloons and chocolates: "Balloons tied to Lindor truffles looked magnificent." "Your chocolate has never tasted better."
18-Feb	6	0	6 x GENERAL PRODUCT
23-Feb	22	0	22 x GENERAL PRODUCT "Lindor chocolates set any mood"

ADDENDUM B – FERRERO ROCHER FACEBOOK

FERRERO ROCHER INTERNATIONAL FACEBOOK PAGE -20 646 107 LIKES			
Date of Comments	**NO.**	**NO. OF EMOJIS**	**VOCABULARY LINKS**
04-Jan	17	2	**15 x GENERAL PRODUCT**
06-Jan	45	5	**40 x TV ADVERTISEMENT** "Looks familiar #Lindt"
25-Jan	28	5	**23 x GENERAL PRODUCT**
13-Feb	25	6	**19 x GENERAL PRODUCT**
14-Feb	24	4	**20 x GENERAL PRODUCT**
20-Feb	42		**42 x TV ADVERTISEMENT** "Perfect for sharing" "The best gift ever"
25-Feb	2		**2 x GENERAL PRODUCT**

ADDENDUM C – LINDT INSTAGRAM

LINDT SOUTH AFRICA INSTAGRAM PAGE 22 300 FOLLOWERS			
DATE OF COMMENTS	NO.	NO. OF EMOJIS	VOCABULARY LINKS
01-Jan	3	0	3 x GENERAL PRODUCT
03-Jan	3	0	3 x GENERAL PRODUCT
05-Jan	2	0	2 x GENERAL PRODUCT
02-Jan	3	2	3 X PERSONAL SELLING "I will look out for samplers so I can try this"
08-Jan	1	0	1 x GENERAL PRODUCT
10-Jan	1	1	1 x GENERAL PRODUCT
11-Jan	2	1	1 x EVENT "I saw this at a fundraiser and loved it."
18-Jan	1	0	1 x GENERAL PRODUCT
19-Jan	5	0	5 x PUBLICITY (PARTNERSHIPS) Expresso TV Show couples competition "My hubby and I would love to win some Lindt this Valentine's Day"
22-Jan	1	1	1 x GENERAL PRODUCT
22-Jan	3		3 x TV ADVERTISEMENT
25-Jan	1	1	1 x GENERAL PRODUCT
24-Jan	2	0	2 x TV ADVERTISEMENT
24-Jan	1	0	1 x PUBLICITY (PARTNERSHIP) Media Drop of a hamper at Bonna Magazine
27-Jan	1	0	1 X PUBLICITY (EVENT) "I went to a champagne tasting with Lindt - chocolate and bubbly remains the best combo."
29-Jan	15	0	15 x PUBLICITY (PARTNERSHIP) Expresso TV Show couples competition
30-Jan	1	0	1 x GENERAL PRODUCT
30-Jan	1	0	1 x PUBLICITY (PARTNERSHIP) Media Drop hamper at Food and Home Magazine
31-Jan	2	0	2 x GENERAL PRODUCT (LindtLoveSA)
31-Jan	48	0	48 x PUBLICITY (PARTNERSHIPS) Expresso TV Show couples competition
01-Feb	1	0	1 x PUBLICITY (PARTNERSHIP) Canal Walk competition giving away 3 R1500 hampers
01-Feb	2	0	2 x PUBLICITY (PARTNERSHIPS) Expresso TV Show couples competition
02-Feb	0	0	1 x GENERAL PRODUCT
03-Feb	1	0	48 x PUBLICITY (PARTNERSHIPS) Expresso TV Show couples competition
03-Feb	1	0	1 x GENERAL PRODUCT
05-Feb	1	0	15 x PUBLICITY (PARTNERSHIP) Expresso TV Show couples competition
05-Feb	18	0	1 x PUBLICITY (PARTNERSHIP) Canal Walk competition giving away 3 R1500 hampers
06-Feb	0	0	1 x PUBLICITY (PARTNERSHIP) Media Drop hamper at Bonna Magazine
06-Feb	0	0	1 x PUBLICITY (PARTNERSHIP) Media Drop hamper at Living and Loving Magazine

06-Feb	1	0	1 x GENERAL PRODUCT
07-Feb	2	0	2 x PUBLICITY (PARTNERSHIP) Canal Walk competition giving away 3 R1500 hampers
07-Feb	2	0	2 x PUBLICITY (PARTNERSHIP) Canal Walk competition giving away 3 R1500 hampers
08-Feb	2	0	2 x GENERAL PRODUCT
08-Feb	1	0	1 x PERSONAL SELLING "Excited to taste this in store"
09-Feb	1	0	1 x PUBLICITY (PARTNERSHIP) Expresso TV Show couples competition
09-Feb		0	2 x PUBLICITY (PARTNERSHIP) Net Florist Collaboration
11-Feb		0	15 x PUBLICITY (PARTNERSHIP) Expresso TV Show couples competition
12-Feb	24	0	24 x GENERAL PRODUCT
13-Feb	2		2 x PUBLICITY (EVENTS) "I tried this at the 50shades move screening and loved it"
14-Feb	1	0	1 x GENERAL PRODUCT

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