

Loop

SMS CAMPAIGNS REVOLUTIONISED

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TRADITIONAL SMS CAMPAIGNS

Cannot unequivocally validate purchase to entry.

Requires consumers to hold onto till slips indefinitely.

'Thank you for entering' zingbacks are tired and valueless.

Winner verification is a separate, often flawed, component.

Do not recognise that 70% of South Africans browse the internet on their phones.*

**Mobile in SA Report – Hadlee Simons – March 2017*

THE SOLUTION

The **LOOP** platform uses native mobile phone capabilities to create a loop between consumers, the mechanic, verification and fulfilment.

No smartphones required.

No apps to install.

No faxes, scanners or printers.

No paper.

No compliance fails.

No fuss.

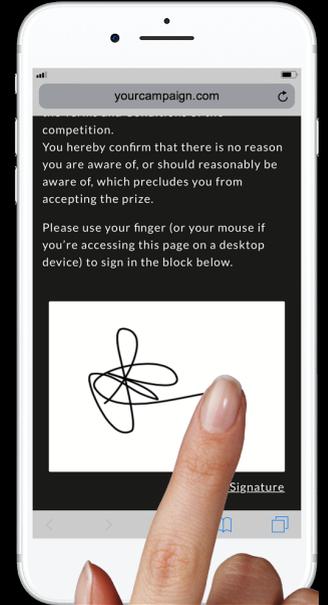
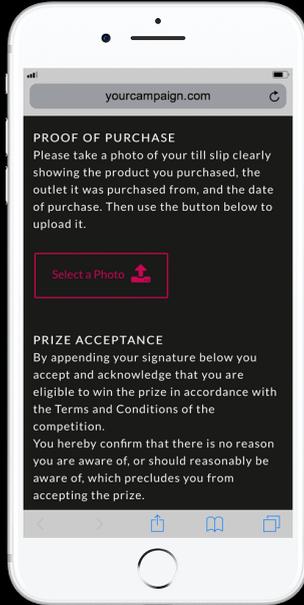
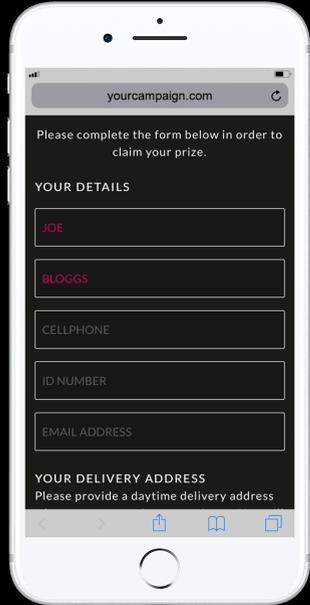
WHAT IS LOOP?

LOOP is a unique platform that merges SMS, web capabilities, winner verification and prize fulfilment into one integrated solution.

The result is a familiar SMS entry process which is taken to another level via an enhanced zingback that allows consumers to do the following:

- Instantly use the camera on their phones to take a photo of their till slip and/or ID.
- Sign declaration forms using their finger on the phone screen.
- Provide key fulfilment information (such as personal and address details).
- Opt-in to future brand communications.
- View, and follow, further competition streams (Facebook, Twitter, web etc.).

HOW IT WORKS



Enter by sending an SMS as you normally would.

Click the link in the zingback to access LOOP and fill in your details.

Tap the button to use your phone camera to snap a pic of your receipt.

It's not a selfie BUT you can retake the photo as many times as you like.

Use your finger to add your signature, then tap to submit and you're done!

VPAS interjects this basic process illustration with phone call verification, prize dispatch, instant redemptions (such as airtime, data or vouchers), and supports each campaign with a dedicated consumer service center.

WHO IS VPAS

VPAS is a boutique consumer engagement agency servicing some of the world's most enviable brands.

Backed by a full kitting and prize fulfilment service, VPAS not only ensures campaigns are effective and 100% compliant, but also that consumers have superlative engagement experiences. **LOOP** is an extension of that ethos, offering the only fully integrated solution of its kind.

To view our full service offering [click here](#).

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