



Massmart Energy Efficiency Labelling Promotion

June 2019

Massmart + Walmart 

Customer advocacy

Energy Efficient Large Appliances



Energy efficient appliances



● On Promotion

KIC
314 I
Combi Freezer/Fridge



● On Promotion

KIC
276 I
Combi Fridge/Freezer

United Nations: Development program energy efficient large appliances promotion

makro 

Make your home more energy efficient
and get **R400 OFF.**

[SHOP NOW >](#)





Makro Online Promotion



Shoppers can expect a R400 shopping voucher when they purchase any of our A+ rated products online and in- store

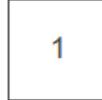
Article	Brand	Description	Model Number	Energy Rating	KWH / YEAR	BMC
304530	Defy	FRIDGE DEFY L455 LARDER S	DFD447	A+	168	#N/A
360315	Hisense	308L BLACK S/STEEL COMBI WWD	H410BS-WD	A++	255	Combination Fridges(Bott frzr)
290131	Hisense	320L BLACK MIRROR COMBI WWD	H420BMI-WD	A+	297	Combination Fridges(Bott frzr)
272886	Hisense	458L INOX COMBI WWD	H610BI-WD	A+	380	Combination Fridges(Bott frzr)
337860	Defy	FRIDGE C300 ECO WD M	DAC419	A+	254	Combination Fridges(Bott frzr)
341681	Defy	FRIDGE DEFY C455 ECO M	DAC612	A+	316	Combination Fridges(Bott frzr)
341924	Defy	FRIDGE DEFY C455 ECO WD M	DAC635	A+	316	Combination Fridges(Bott frzr)
337595	Defy	DAC 651 COMBI FRDGE C455 ECO BLK GLASS	DAC651	A+	316	Combination Fridges(Bott frzr)
353808	Defy	FRIDGE DEFY C450 ECO WD M	DAC670	A+	317	Combination Fridges(Bott frzr)
364026	Defy	FRIDGE DEFY C450 ECO WHITE	DAC671	A+	317	Combination Fridges(Bott frzr)
312060	Whirlpool	A+, 339L, DC, SS, Internal UI, SNF	BLF 8001 OX	A+	309	Combination Fridges(Bott frzr)
312067	Whirlpool	6thS, A+, 315L, SNF, AQUA	BSNF 8101 OX AQUA	A+	310	Combination Fridges(Bott frzr)

- 33 products selected
- All manufacturers
- Specifically washing machines and refrigerators
- Across all price categories

Energy Efficiency Labelling: Makro Website



A comprehensive review and revamp of appliance labelling on the Makro website was completed prior to running the promo

 ● On Promotion KIC 314 l Combi Freezer/Fridge ★★★★★ R 4,199⁰⁰ You save R 300 ⁰⁰   	 ● On Promotion SAMSUNG 501 l Side-by-Side Fridge/Freezer with Water and Ice Dis ★★★★★ R 14,499⁰⁰ You save R 1,800 ⁰⁰   	 ● On Promotion KIC 276 l Combi Fridge/Freezer ★★★★★ R 3,999⁰⁰ You save R 400 ⁰⁰   	 HISENSE 42 l Bar Fridge ★★★★★ R 1,799⁰⁰   
---	---	---	---

Energy Efficiency Labelling: Makro Website



Home / Appliances / Washers & Tumble Dryers / Washing Machines / Front Load Washers / BOSCH 6kg Classixx Front Loader Washing Machine

BOSCH 6kg Classixx Front Loader Washing Machine

Share    

Product ID: 00000000000288068_EA



R 3,999⁰⁰

eBucks 39990

Save R 700⁰⁰

★★★★★ Write a Review

 Germiston, Gauteng 

each 

✓ In stock in selected store

 7 Days

 Collection Available

 Returns Policy

1  **ADD**

 **ADD TO LIST**

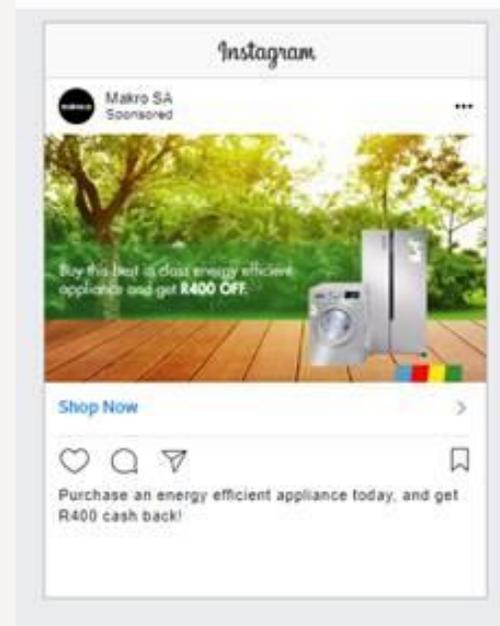
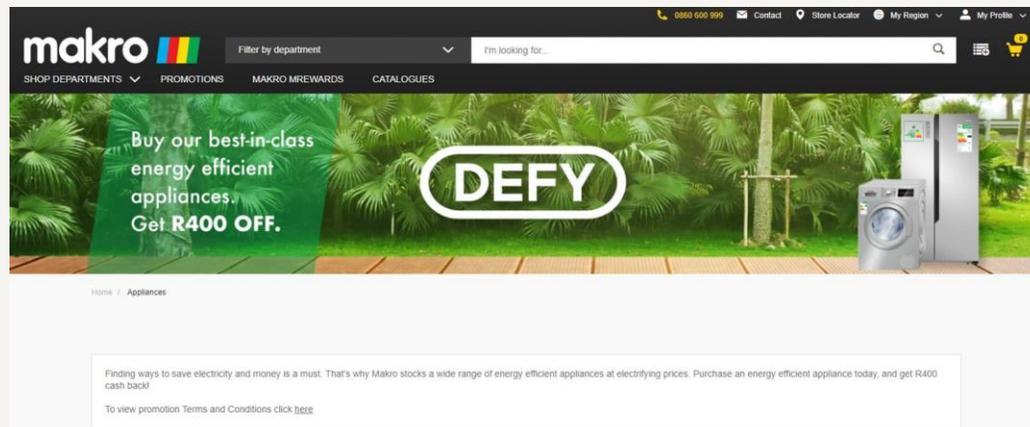
On Promotion
This product is on offer for a limited time only. Save now while stocks last
Promotion ends 18 March 2019

Promotion

Was run Online, In store and on Social Media



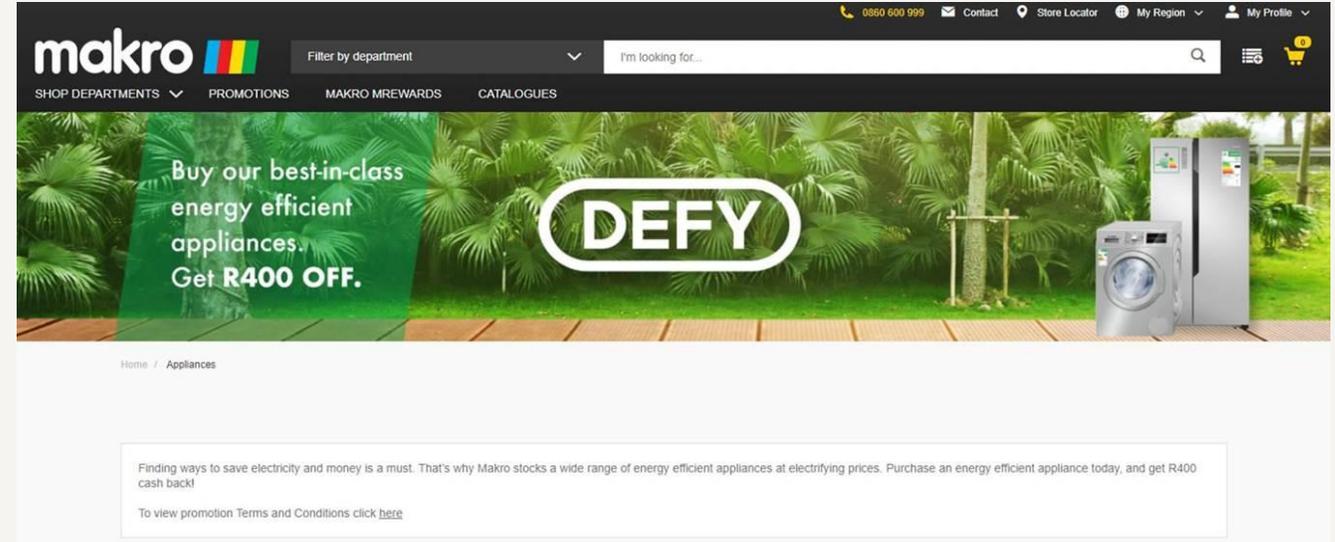
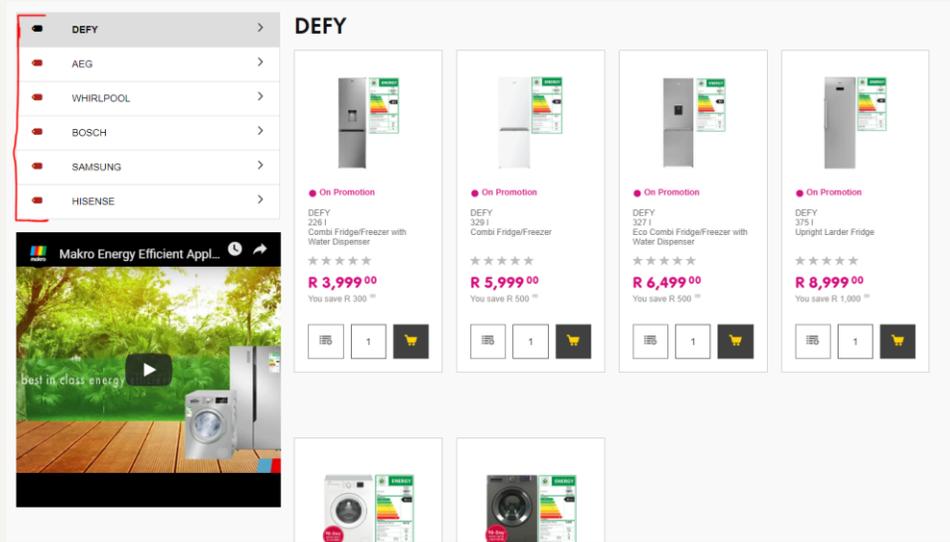
The Campaign was launched on Tuesday 21 May 2019 and ended on Monday 3 June 2019.



Impact and Reach



- 2.4 million impressions on Google alone
- Increased sales across both product categories selected



Social Media

Facebook Performance



Paid Media (Online)

Campaign	Impressions	CTR	Benchmark CTR	Social engagements	Engagement rate	Engagement rate benchmark
Energy Efficiency Store Traffic_21May-16Jun	162032	0,28	0,82	10130	14,30	3,91
Energy Efficiency_Conversions_21May-16Jun	182839	0,64	0,82	20641	19,47	3,91
Total	344871	0,5	0,82	30771	17,40	3,91%

Google

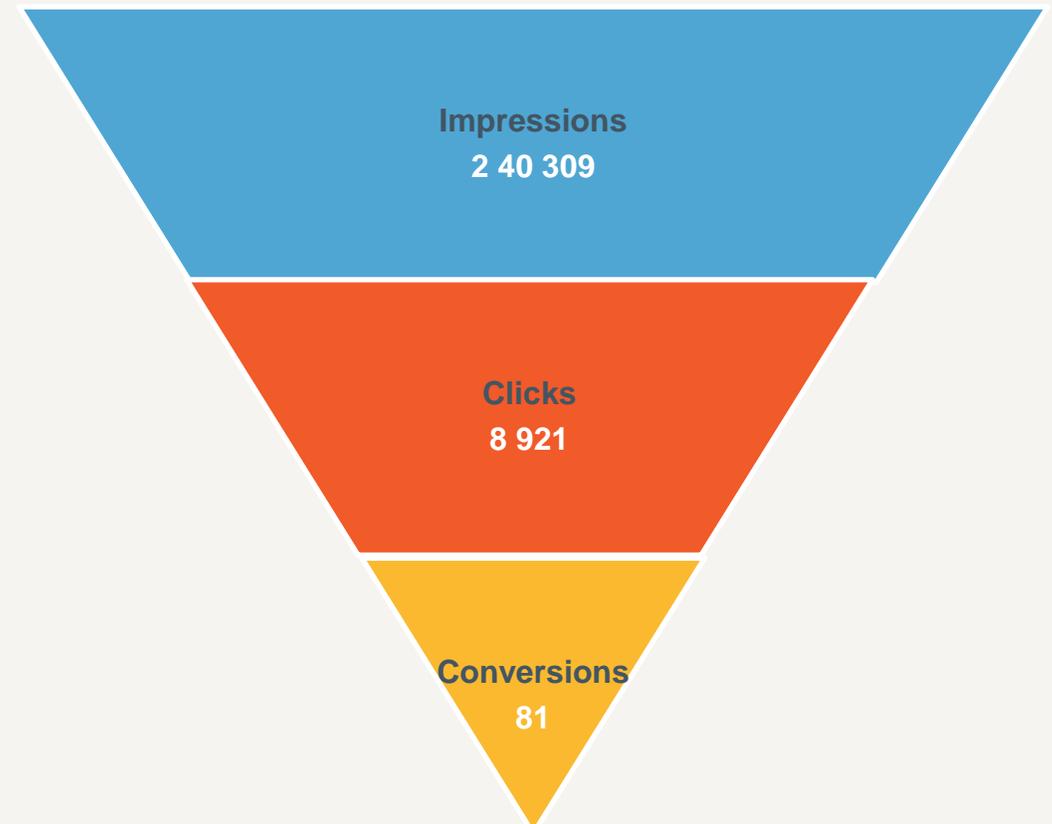
Analysis and Insights



Insights

The campaigns gained great reach in just a few days with **2 410 309** mil impressions.

Conversion Funnel

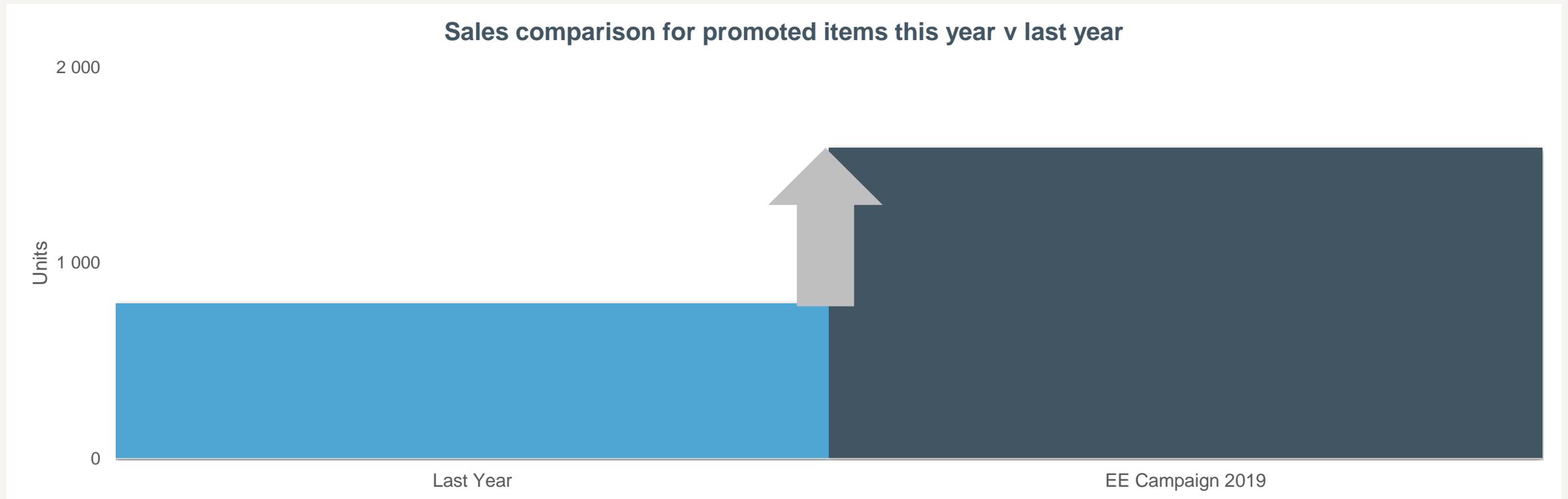


Results

Consumer uptake

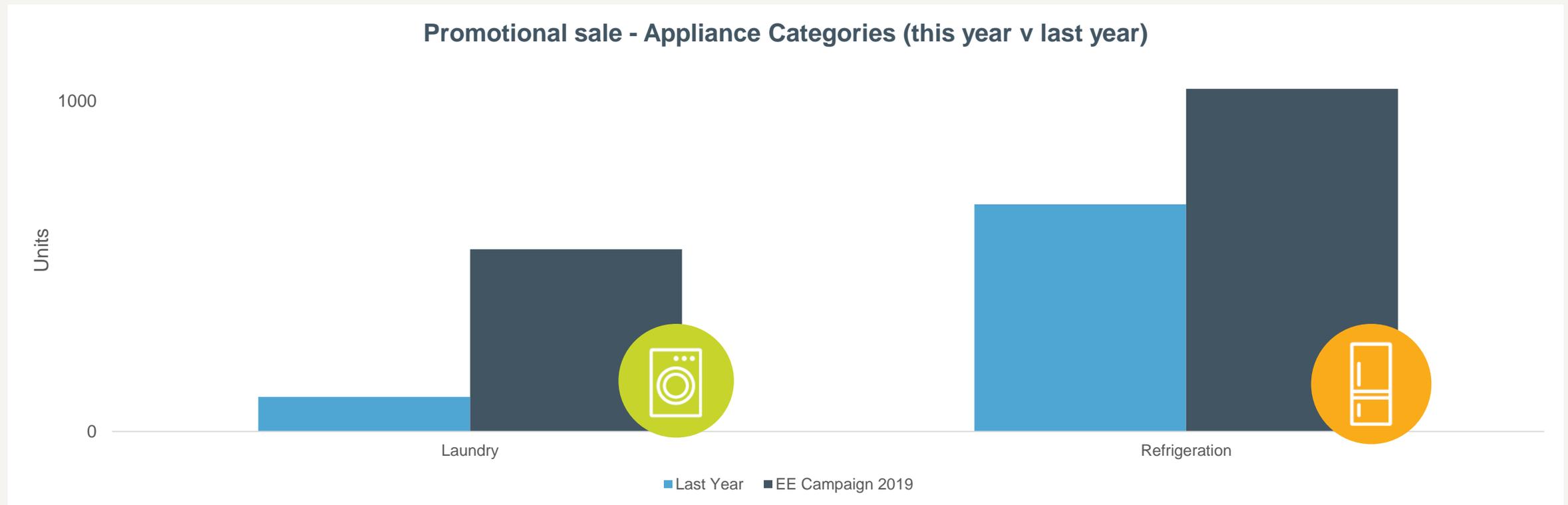


Forecast 1250 products sold for the promotional period - achieved +1500!!



Promotional Sales by Product Type

Both washing machines and refrigerators saw a significant customer uptake





Massmart + Walmart

For further details, contact:

Alex Haw

Alex.haw@massmart.co.za

011 517 0061