

Boost year-end business with risk-free promotions

Contests insured by EMIRAT improve prospects for Xmas trade

Munich, 3 November 2011 – A study published by business consultants Ernst & Young indicates that due to the prevailing debt crisis, a lot of retailers are concerned that their takings in Christmas trade will be down this year. To counter that and give traders a competitive advantage at the same time, EMIRAT AG (www.emirat.de) is offering a wide variety of novel ideas for games and contests that will attract wide attention. No matter whether it's the Snow Bet, the Xmas Bauble Promotion or the e-Advent Wreath: EMIRAT's insured sales promotion drives bring good tidings of great joy – to traders and customers alike!

According to Ernst & Young's trade barometer, two-thirds of-retailers are afraid that the bleak economic outlook and turbulence on the stock markets will have a negative effect on consumer behaviour during the run up to Christmas. Promotions using risk-free games and contests can have a huge advertising effect, encouraging customers to buy and so boosting turnover.

EMIRAT AG specializes in developing concepts for sales promotion campaigns that focus on PoS drives and prize-winning contests in the B2B sector. At the same time it provides insurance, assuming the financial risk whenever valuable prizes are offered, as for instance in quite conventional contests such as cracking a code or online games – all for just a small percentage of the insured sum, safely calculated in advance.

Brisk Christmas trade – you can bet on it!

EMIRAT has a very broad portfolio of ideas for bringing traders' year-end business to a successful climax. There's the Snow Bet for a start – a campaign that could be held along the following lines at a department store for instance: if at a place agreed on, it starts to snow at least one, two or three centimetres between noon and 1 p.m., say on Christmas Eve, then on submitting proof of purchase, all the customers who

bought anything at the store during a specified period get a full refund for the goods they bought.

With sales promotion campaigns like this, businesses can attract lots of attention on a calculable budget. Because the advantage of cooperating with EMIRAT AG is that if there is a winner, EMIRAT pays out the insured sum (in this case, the total sales slips), and so for the business itself a really effective campaign can be launched on a plannable budget.

Sales can be promoted not only with PoS drives and money-back guarantees in high-street trading in e-commerce where online contests can give a big boost to Christmas trade. One example from the EMIRAT portfolio is the e-Advent Wreath: for instance, each customer who registers or places an order on a shop's website can choose e.g. 8 out of 24 decorations to put on their own personal Advent wreath. Before the campaign starts, 8 decorations are randomly chosen by EMIRAT and specified winning items. The customer who precisely chooses that combination is the winner. Special security tools, such as secure envelopes in which the lucky combination picked beforehand has been deposited, ensures the organiser that the whole campaign is transparent.

Plan ahead now: don't miss out on the potential of European Soccer Championship 2012!

“Marketing managers aiming to hold successful promotion campaigns have to consider what really attracts and appeals to customers, if they want to draw attention to a specific product or a certain website, and so on” explains Ralph Clemens Martin, CEO at EMIRAT AG. “Offering a voucher for EUR 5 isn't good enough these days – it takes quite a bit more than that. Like a around the world for instance – now that's a real magnet. We develop ideas and insure sales promotions that cost just a small percentage of the value of the prize being offered. That gives businesses working on a fixed budget the opportunity to attract maximum awareness for a minimum stake. The Big Thing next year is going to be European Soccer Championship 2012 – now that's a really popular international sporting event and offers huge potential, so to take full advantage of it, it would be advisable to start planning right now.”

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EMIRAT AG: A Brief Portrait

Founded in Munich in 2004, EMIRAT AG is a German risk management enterprise operating both nationwide and abroad. Its portfolio of services ranges from designing and providing coverage for games of chance, marketing drives and sales promotions, to paying out sports awards. EMIRAT AG assumes the financial risk for this kind of campaign, as well as for other measures such as discounts or money-back guarantees. Cooperation with renowned partners all over the world ensures efficient and reliable coverage. EMIRAT AG provides assistance throughout, from the initial idea to its realisation – it develops creative new ideas for promotions and marketing campaigns, which involve the probability of paying out winnings, and it works closely with clients when it comes to actually implementing them. Its customers comprise reputable companies in all fields of business, including e.g. Coca Cola, TUI, “1. FC Köln” football club, Hypo Vereinsbank, and Ferrero.

More information can be obtained at: www.emirat.de

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