

Retail



LOFT, existing in Turkey under the leadership of Eroğlu Holding since the 1990s, has become the ultimate phenomenon marking an era with its unique ice blue washed jeans with double seam legs. LOFT's smart, comfy and urban style awaits its customers at 80 stores and 300 points of sale. LOFT rewrites the codes of concept merchandising while increasing the number of its stores across Turkey.



Text to win campaign for Loft!

AIM



More sales



Higher shopping basket prices



Higher brand awareness



What we did



We created a hundred percent winning mobile marketing campaign!



Customers who made €100 worth shopping, got a scratchcard with special codes.



When they send the code to short number we created, they won €100 worth minutes that they can use for one week.



15.000 people joined the campaign.

At the end



A noticeable increase in sales comparing to previous year.