



## DAIRY PLANIKA uses the innovative WHEEL of FORTUNE solution from the G-Digital software package to promote its own products and services, and consequently to increase sales and brand recognition

Dairy Planika, in collaboration with G-Digital, has set up a WHEEL of FORTUNE for customers in its supermarket. The aim of the marketing campaign is to promote their own products and services, to promote their own brands, to give something more to their regular customers, and consequently to achieve more sales and increase the visibility of their own brands.



**Dairy Planika** (<https://www.mlekarna-planika.si>) was created and is still operating on the basis of the millennial tradition and heritage of cheese making in the Posočje region, which has been preserved to this day and is on display at the cheese-making museum operating within the Dairy Planika.

By buying milk from local farmers, Dairy Planika contributes to the existence of livestock production, the cultivation of agricultural land, contributes to the income of families and the employment of workers in these areas. Today's Dairy Planika is the fourth largest dairy in Slovenia and the only one 100% owned by farmers.

In addition to its products, Dairy Planika offers a wide range of food and home-made products in its supermarket. Part of the supermarket is also a hardware shop, a shop for construction materials and agricultural products. The entire offer is also completed by a buffet.



**G-Digital** (<https://www.g-digital.eu>) is a manufacturer of G-Digital software, a flexible and user-friendly Digital Signage solution that allows users to display marketing, promotional and informational content tailored to their needs and requirements on any number of screens. For buyers, participating in the Dairy Planika WHEEL of FORTUNE marketing campaign is very simple: when they purchase over €30, they are given a special bar code, which they can scan, rotate the WHEEL of FORTUNE on the touch screen and can already win one of the prizes. At the same time, the customer perceives marketing and promotional messages on another part of the large 109 cm (43 ") screen.



Customers can only use their bar code once. When a customer wins a prize, the printer automatically prints a prize voucher to claim the prize. The buyer can pick up the prize right at the cash desk (Dairy Planika products), use the voucher at the buffet (coffee, ice cream) or visit the cheese-making museum for free.

Every visitor who participates in the game or looks at the screen while waiting at the cash desk, also observes promotional or marketing messages on the screen.

**Mr. Miran Božič, Head of Commercial at DAIRY PLANIKA** says: "We are very pleased with the G-Digital software for the implementation of WHEEL of FORTUNE marketing campaign. G-Digital's experts have adapted the program to our requirements. Setting up the system in Dairy Planika was easy and quick, the program was flexible according to the requirements of the marketing campaign, as the number and likelihood of winnings on the wheel of fortune were flexible, as was the duration of the marketing campaign. Changing promotional messages in the program is also very easy and quick.

We like it very much because we receive daily reports on the progress of the campaign, which is automatically generated. With this report, we have an ongoing overview of the course of the campaign. "

**Mrs. Anka Lipušček Miklavič, Director of DAIRY PLANIKA** says: "Classic printed materials for advertising are becoming less effective because people are fed up with them and there are too

many of them. In addition, the design, printing and distribution of printed materials is a major expense.

In cooperation with G-Digital, we have successfully installed the WHEEL of FORTUNE software, which attracts visitors to turn their luck around while enhancing the visibility and attractiveness of our ongoing marketing campaign. Customers are also very pleased that they receive the prize immediately, without having to wait for a draw, announcing the results, accepting the prize,...

We are extremely pleased with the marketing campaign, having achieved all our goals: promotion of our own products and services, promotion of our own brands, and above all we are satisfied with the positive response of our customers, which of course also leads to an increased number of visits in the store and increased sales.

From the cost management point of view, it is very important for us to be able to set the duration of the campaign and the number of awards as desired, thereby fully managing the costs of the marketing campaign. "

**Mr. Ljubo Benko, Managing Director of G-Digital** says: "We are pleased to have the opportunity to establish a G-Digital WHEEL of FORTUNE solution in the Dairy Planika. We were positively surprised by the approach taken by the management of Dairy Planika, which, while maintaining the tradition of manufacturing its products, is very receptive to new and innovative approaches in the marketing and promotion of these products. G-Digital has once again proven to be flexible and stable software. G-Digital is a very easy and intuitive environment for users. The end result is attractive and aesthetically pleasing content on the screen for displaying the WHEEL of FORTUNE, and it is our great pleasure that they both, the management of Dairy Planika and their customers are pleased with the solution.