

**0 baht**

**Lucky draw**

# WHAT IS

# 0 Baht Lucky draw

# 0 Baht Lucky Draw is...

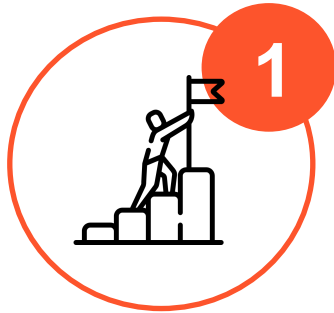


The "0 Baht Lucky Draw" activity of the Thisshop platform is created to attract and increase the number of followers for the shops. Also, to increase product sales whether it is a good-selling product or a product that needs promoting or even the coupon distribution activity.

As for rewards and coupons, they must be notified by the shops in POP which have been verified by the Mall Operation Department and able to participate in the activity.

**Remark : The products that are a part of the activity are from the stores notifying their participation.  
The stores are responsible for any costs / payments that incur.**

# Objective and activities



1

## OBJECTIVE

- Increase traffic
- Increase the number of users



2

## TARGET CUSTOMERS

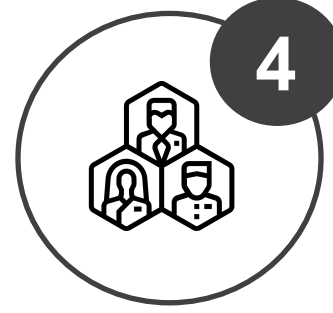
All customer segments



3

## ACTIVITY DURATION

- Daily  
(24 hours per round)  
Product value between 200-1,999 THB
- Special Monthly Activities  
(48 hours per round)  
Product value more than 2,000 THB



4

## RELATED DEPARTMENTS

Merchandises +  
Stores

**\*\*The prize will be announced at 12 PM on the next day\*\***

# 0 Baht Lucky Draw



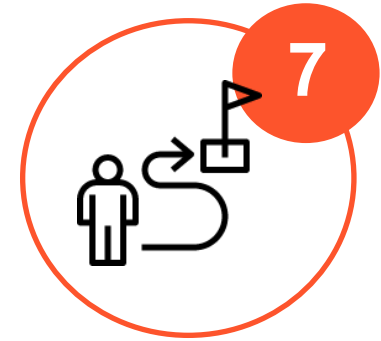
## ACTIVITIES WITHIN THE MONTH

- Daily prize draw (regular prize – 1 day, 1 prize) Prize worth between 200-1,999 THB
- Big prize the 2<sup>nd</sup> and 4<sup>th</sup> Friday of the month, big prize draw worth more than 2,000 THB duration 2 days



## PROMOTION CHANNELS

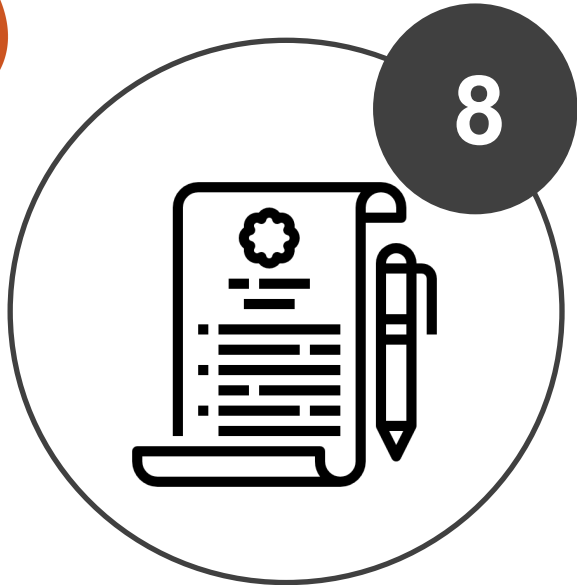
- Application advertisements (How to play 0 Baht Lucky draw banner, Activities Banners, Push messages, Pop-up Splash Float)
- Media (LINE, Facebook)



## WAYS TO ACHIEVE GOALS

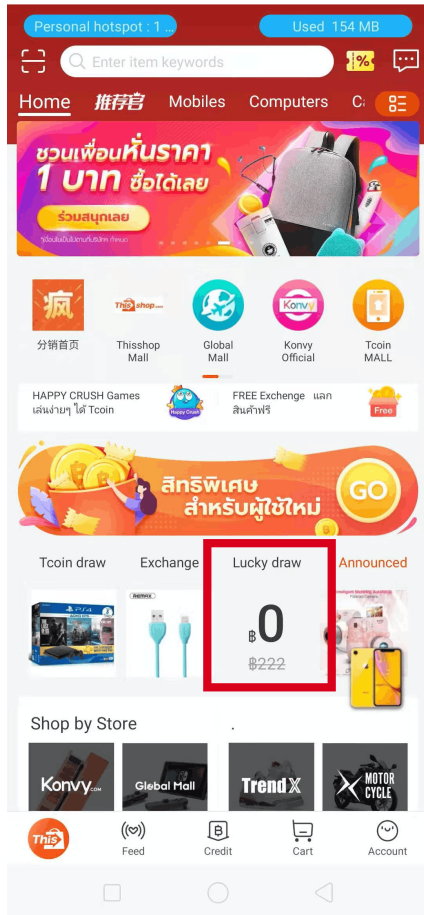
- Select products that are suitable to the needs of users
- Promote the activities through various channels
- Have special monthly activities to increase user participation

# 0 Baht Lucky Draw

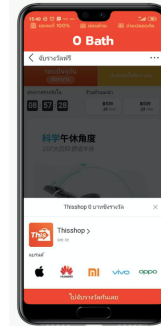


## TERMS OF PARTICIPATION

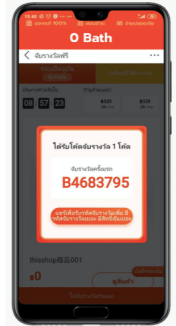
1. Click to follow the shop that will give the prize on that day and receive a maximum of 1 lucky draw code.
2. Click share to a friend and receive a maximum of 1 lucky draw code.
3. Click invite friends to apply for the Thisshop application and receive more lucky draw codes. Invite 1 friend to apply and receive 1 lucky draw code (No limit on the number of invitations, invite a lot, earn a lot, higher the chances of winning).



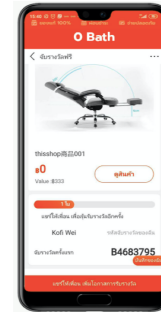
1. Follow the store



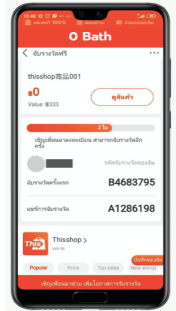
2. After follow the store, get 1st prize code



3. Share to a friend, get 2nd prize code



4. Invite friends to register Thisshop application to get more prize codes



A large, abstract orange shape is located in the top-left corner of the slide, resembling a stylized letter 'F' or a decorative element.

# **BENEFITS**

**of joining this activity**



## Benefits of joining this activity

1. It can attract and increase the number of followers to the store.
2. It can increase the number of store visits, including the purchase of products.
3. Participants will receive coupons from the stores, which makes customers want to buy more products.

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# HOW TO

## participate in this activity

## Steps for stores that want to participate in the activity

1. Stores must submit a list of products that will be participating in the activity in the Seller Center.
2. Inspection by the platform, determine the duration of the activity and prepare to participate in the activity
3. Customers participate in the Lucky Draw activity.
4. When the activity is finished, the prizes will be revealed
5. Winning user must fill out their address for delivery.
6. The store delivers the prizes to customers in accordance with normal product delivery procedures.

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## Content that stores must specify

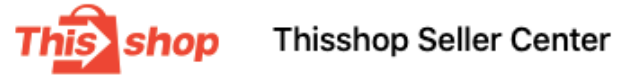
1. Prizes
2. Coupons **(for those who did not win)**
3. The store's slogan (to promote the store)

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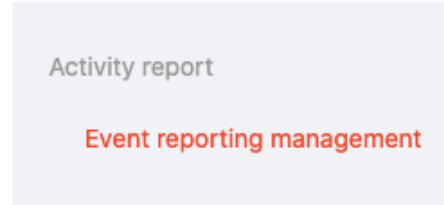
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# HOW TO set up the prize

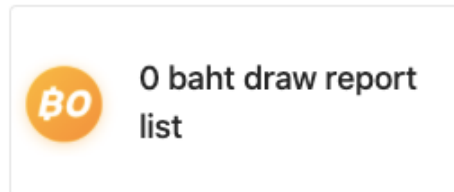
1 Access the Thisshop Seller Center website



2 Access **【Activity report】** — **【Event reporting management】**



3 Access **【0 Baht draw report list】**



## New report

\* Prize:  + Add

→ Select the prize

\* Main picture:

Coupon:

→ Select a coupon

\* Advertising Slogan:

→ Write the advertising Slogan

\* Recommended products:

→ add the recommended products

You can add up to 6

Remarks:

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