

WagJag.com

# Group Buying Deals

*November 2010*

WagJag.com

# WagJag.com

- ❑ Launched first deals in December 2009
  - Rapidly growing to current presence in 25+ Canadian markets
- ❑ Partnered with Torstar in June 2010
  - Supporting rapid growth
  - Leveraging digital assets

# Case Study 1 – Fast Food

## Goal

- To promote trial to new prospective customers across multiple Southern Ontario markets

## Offer

- \$5 for \$10 Worth of Burgers , Fries & More from South St. Burger Co.

## Discount / Quantity / Transaction Value

50%      14,028      \$70,0140

## Strategic Insight

- This deal went viral FAST!
  - Most vouchers ever sold for a flash sales deal in Canada
  - 900 vouchers were purchased in the peak hour
  - 53% of purchases came from new WagJag customers

Refer Friends, Earn \$10!\*

**WagJag**  
Buy together and we all win!

How WagJag Works  
Current WagJag  
Recent WagJags

Current WagJag For  
**TORONTO**  
more cities -

Enter Your Email Address - Get Free Email Alerts for To

**What's the WagJag?**

**\$5 for \$10 Worth of Burgers, Fries, and More at South St. Burger Co. - Choose from 12 Locations!**

SHARE THIS DEAL!  
 Tweet This  
 Post To Wall  
 Share This Deal  
 Email To Friends

**Buy for \$5.00**

Regular Price: \$10.00  
 You Save: \$5.00  
 Discount: 50%

Time left on this deal:  
**Time is Up!**  
 days hrs mins secs

**14028 bought**

**Offer Details**

- Expiry: 1 year
- Limit 5 person. Max 1 voucher per person per visit
- Valid only at the location chosen
- Includes tax. Voucher has no cash value. No cash back

**Highlights**

- Choose from 12 locations
- Gourmet burgers
- No additives, preservatives, or fillers
- More than 25 premium toppings including 5 real cheeses
- New York Fries and poutine

**About South St. Burger Co.**

If there were any justice, we would be able to take our improperly-cooked, poorly-made hamburgers to court, where they would be found "grilly as charred." Instead, you can take some solace in finding a good deal at one of the best burger joints around - where the food is just criminally delicious. With today's WagJag, pick up \$10 worth of food for \$5 at [South St. Burger Co.](#) You can choose from any of their 12 locations across Southern Ontario.

Owned and operated by the people behind New York Fries, South St. Burger Co. is well-known for offering gourmet burgers at super-reasonable prices. Using only naturally-raised, hormone and antibiotic-free beef, South St. makes fresh, juicy, one-of-a-kind burgers that wow even the most discerning patty critics. Your sandwich is flame-grilled and made to order on the spot, enclosed in a freshly-baked bun (white or whole wheat) and topped with any of their 25 delicious toppings. Try smothering your beef in chipotle BBQ sauce, wasabi mayo, fresh guacamole, or maybe some spicy ketchup. Say cheese and add a little dairy with cheddar,

# Case Study 2 – Local Retailer

## Goal

- Increase customer traffic to the flagship Umbra retail store on Queen Street in Toronto

## Offer

- \$25 for a \$50 gift card valid on anything in the store

## Discount / Quantity / Transaction Value

50%      1,476      \$36,900

## Strategic Insight

- \$50 of credit is enough to buy certain products but is also likely to result in meaningful overspend
- Resulted in many people visiting the store who otherwise would not have visited

The screenshot shows the WagJag website interface. At the top, there's a navigation bar with the WagJag logo and a 'Refer Friends, Earn \$10!' button. Below the logo, there's a 'How WagJag Works' section with 'Current WagJag' and 'Recent WagJags' links. A 'Current WagJag For TORONTO' banner is visible. The main offer is 'What's the WagJag? \$25 for \$50 to the Umbra Concept Store'. A 'Buy for \$25.00' button is prominent, with 'Regular Price: \$50.00', 'You Save: \$25.00', and 'Discount: 50%' listed below. A 'Time is Up!' timer shows 'days hrs mins secs'. A progress bar indicates '1476 bought'. The 'Offer Details' section includes: 'Expires September 30, 2011 (not valid December 26, 2010)', 'Limit 5 per person, may buy more as gifts. Can combine 5 vouchers', and 'For use at Umbra Concept Store only. Not valid with any other offers, discounts, or promotions'. The 'Highlights' section lists: 'Contemporary, affordable products', 'Eco-friendly products', 'Convenient, large downtown location', and 'Celebrating their 30th anniversary'. The 'About Umbra Concept Store' section describes the store's concept of 'affordable home decorating' and mentions 'stolen street signs, grandma's "retro" paisley couches, and rooms held together with yards and yards of strategically-placed duct tape'.

# Case Study 3 – Specialty Product

## Goal

- New business wanted to create trial generation and drive volume

## Offer

- \$65 for a 16" x 20" custom printed canvas

## Discount / Quantity / Transaction Value

70%      911      \$59,215

## Strategic Insight

- Specialty item with mass appeal: where else do you get these?
- Very social item (likely to share)
- High margin product with ample opportunity for up-sell and repeat business]

The screenshot shows the WagJag website interface. At the top, there's a navigation bar with the WagJag logo, a 'Refer Friends, Earn \$10!' link, and a 'Current WagJag For OTTAWA' section with a 'login or sign up' button and a 'Get Free Email Alerts' button. Below the navigation, there's a main content area with a featured deal: 'What's the WagJag? \$65 for a 16x20 Gallery-Wrapped Canvas from 44 Wide (A \$215 Value)'. The deal includes a 'Buy for \$65.00' button, a 'Regular Price: \$215.00', 'You Save: \$150.00', and 'Discount: 70%'. There's also a 'Time left on this deal' timer showing 'Time is Up!' and a '911 bought' counter. The deal is supported by social sharing options (Tweet This, Post To Wall, Share This Deal, Email To Friends) and a 'SHARE THIS DEAL!' button. Below the deal, there are 'Offer Details' and 'Highlights' sections. The 'Offer Details' section lists: 'Expires: 1 year', 'Limit: 10 per person', 'Includes image tune up and shipping', and 'Includes tax. Voucher has no cash value'. The 'Highlights' section lists: 'Turn your photos into artwork', 'Coated, waterproof canvas', 'Perfect gift', and 'Free shipping'. At the bottom, there's an 'About 44 Wide' section with a paragraph of text and a footnote: '\*Steal\* some art within the confines of the law with today's WagJag: for \$65 you can let your favorite photo become art with a 16" x 20" gallery-wrapped canvas from 44 Wide (a \$215 value)'. On the right side of the page, there's a sidebar with 'Information', 'Discussion', and 'Map' tabs, a 'Discuss this WagJag' section, and a 'Active WagJags' section with two deals: '50% Off Comedy Show Tickets' (You Save: \$25.00, Discount: 50%, Time Left: 1 Hours 42 Mins 43 Sec) and '54% Off Teeth Whitening' (You Save: \$58.00, Discount: 54%, Time Left: 3 Days 13 Hours 42 Mins). Below the active deals, there's a 'Where you may have seen us...' section with logos for iHeartRadio.com, Citytv, TechVibes, Metrolandmedia, and Flyerland.ca. At the bottom right, there's a 'NOW HIRING' button with 'MORE DETAILS' and a 'How WagJag Works' section with two points: '1. We feature an amazing deal available for a limited time' and '2. You can only get the deal if enough people join the group - spread the word!'.

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Thank you!