





Showing men how happy a bunch of flowers makes women feel.

CHALLENGE

South African men only send flowers on special occasions. We wanted them to send more flowers more often.

DEA

If men could see how happy a bunch of flowers can make their loved ones feel, they'd send flowers more often. Hidden cameras in Netflorists' delivery guys' caps captured the happy moments and the videos were emailed back to the senders.

RESULT

Over 30% of Netflorist customers requested Happy Cam with their orders. The promotion was so successful, Netforist plans to run it annually.

