

PROPOSAL · 20 OCTOBER 2026

In-store competitions on WhatsApp.

Shoppers send a photo of their till slip on WhatsApp. Our AI checks it and enters them into the monthly draw, usually within a minute. Your team sees every entry live. This is how it would work, using **Hi-Chew** as the example.

R20,000

once-off build and launch

Excl. VAT. R23,000 including VAT.

R0.42

usage per entry

At 10,000 entries. Small campaigns cost less per entry.

<1 min

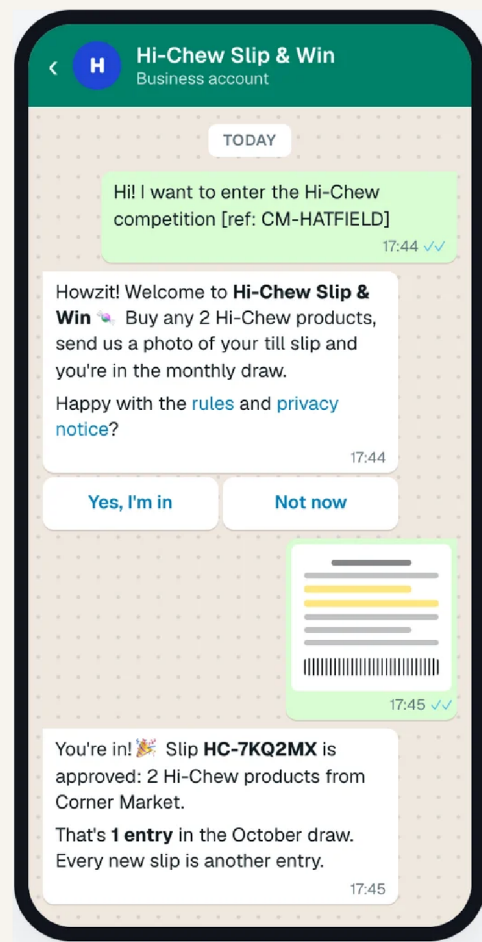
from slip photo to answer

The usual time. Anything unclear goes to a person.

0

apps or forms

Shoppers only need WhatsApp and their till slip.



Example chat. The wording follows each brand's tone.



From till slip to winner in four steps

NO APP, NO FORMS



1. Scan the QR code

Codes on shelves, stickers and posters open WhatsApp with the entry message ready. Each store can have its own code, so you see where entries come from.



2. Send the till slip

The shopper accepts the rules with one tap and sends a photo of the slip with 2 Hi-Chew products on it.



3. AI checks it

- ✓ Store and date read
 - ✓ 2 Hi-Chew products found
 - ✓ Prices add up
 - ✓ Slip not used before
- Repeat or edited slips are caught. Anything unclear goes to your team, so nobody is rejected on a guess.



4. Monthly draw

Every approved slip is an entry. Winners are drawn at random with a witness, told on WhatsApp, and the draw is saved so an auditor can re-run it.

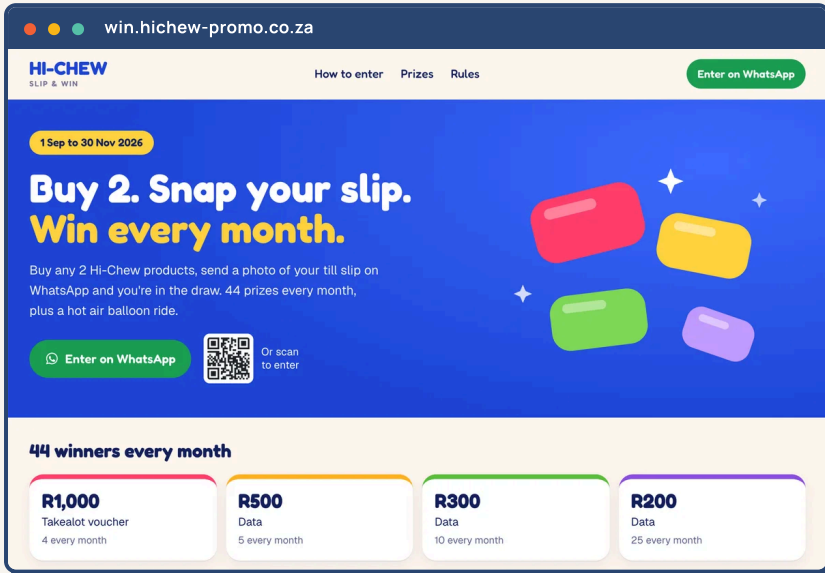


Already proven. It runs on the same system we built for the Babalas Rescue+ campaign, set up for each brand.

EXAMPLE CAMPAIGN

A Hi-Chew campaign page.

Every campaign gets a promo page built for phones. The QR codes, social posts and ads all link to it. This concept uses the prizes from your Hi-Chew brief.



- **44 winners every month:** 4 Takealot vouchers of R1,000, and data of R500 (5), R300 (10) and R200 (25).
- **The big prize:** a hot air balloon ride. The winner picks where to fly: Stellenbosch, Tala Valley, Clarens, the Cradle of Humankind or Hoedspruit.
- **How to enter:** buy any 2 Hi-Chew products, scan the QR code or tap Enter on WhatsApp, and send a photo of the till slip.
- **Rules and privacy** pages, for South African residents aged 18 and older.

Concept for discussion, not an official Hi-Chew page. The final page uses Hi-Chew's CI guidelines, logo, pack shots and the prizes you pick.



Everything to run the campaign, with a live dashboard for your team

EXAMPLE DATA

Hi-Chew Slip & Win · October so far				EXAMPLE DATA
3,412 Entries	2,280 Shoppers	91% Slips approved	38 Waiting for review	
TIME	STORE	WHAT THE AI FOUND		STATUS
17:45	Corner Market, Hatfield	2 Hi-Chew products		● Approved
17:41	Value Foods, Soweto	3 Hi-Chew products		● Approved
17:38	Metro Fresh, Umhlanga	1 Hi-Chew product		● Not valid
17:36	Daily Deli, Sea Point	Photo too blurry to be sure		● In review



Your team signs in with a code sent on WhatsApp, so there are **no passwords to share**.

- ✓ WhatsApp number and entry chat, written in the brand's tone
- ✓ Monthly draws with a record an auditor can re-run
- ✓ QR code artwork for shelves, stickers and posters, with scan counts per store
- ✓ Fraud checks: repeat slips, edited photos, daily limits and repeat winners
- ✓ POPIA consent on record for every shopper
- ✓ AI slip checks set up for the products, dates and rules
- ✓ Promo landing page, with rules and privacy pages
- ✓ Team dashboard: live numbers, review queue, every chat, winners and downloads
- ✓ Winner messages on WhatsApp, with reserve winners if someone doesn't reply
- ✓ Testing with real till slips before launch

PRICING

One build fee, then pay for what gets used.

Nobody knows upfront how many shoppers will enter, so WhatsApp and AI costs are billed monthly on actual use, with a usage report.

BUILD AND LAUNCH

R20,000

once-off, excl. VAT · R23,000 including VAT

- ✓ WhatsApp number and entry chat
- ✓ AI slip checks for your rules
- ✓ Monthly draws with a saved record
- ✓ Promo landing page and QR artwork
- ✓ Team dashboard and reports
- ✓ Testing with real slips before launch

USAGE, BILLED MONTHLY

R0.42 per entry

Estimate at 10,000 entries. Small campaigns cost less per entry.

WhatsApp messages	R0.17 each
3 for a shopper's first slip, 1 after that. First 1,000 a month free.	
AI slip reading	Up to R0.05
Every slip sent in	
Promo messages	R0.80 each
Optional, only if you ask for them	

What usage could cost over 3 months

ENTRIES	WHATSAPP	AI	TOTAL
1,000	R0	R50	R50
10,000	R3,671	R500	R4,171
50,000	R20,315	R2,500	R22,815
100,000	R41,120	R5,000	R46,120

Not included: prizes, which you choose and pay, and printing of in-store material. We supply the QR code artwork.

Figures include messages to 44 winners a month and assume shoppers send 1.5 slips each, with 1 slip in 10 checked by a person. Meta sets WhatsApp prices in US dollars and can change them. Since 1 October 2026 it charges US\$0.0095 a message to South African numbers, replies included. Rand amounts use R18 to the dollar.

Next steps

- Choose the first brand**
Confirm the products, campaign dates and prizes.
- Share the guidelines**
Send us the brand's CI guidelines and the competition rules you already use.
- Sign off the page and chat**
We set up the WhatsApp number and share the landing page and chat wording for approval.
- Test and launch**
We test with real till slips from your stores, then go live.



Ready when you are.

Reply to the email this proposal came with and we'll book a kick-off call.

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