

PROPOSAL · 20 OCTOBER 2026

RTD Ice Cold Arcade.

An instant-win scratch game for RTD. Shoppers buy any RTD product, send the till slip on WhatsApp and get **3 plays**. Each play opens an RTD cooler: wipe the frost off 9 ice pockets and match 3 cans of one flavour to **win cash**.

R30,000

build and launch

Once-off, excl. VAT. R34,500 including VAT.

200

cash prizes

Spread over the promo, so the last week has as many as the first.

3 plays

for every valid till slip

Credits can't be bought, sold or swapped.

18+

checked first

Full date of birth before anything else.

 NOT FOR PERSONS UNDER 18



The working game: a win with 3 Gin cans.

From till slip to cash prize in four steps

WHATSAPP IN, GAME OUT



1. Buy RTD and scan

The shopper buys any RTD product at the normal price. A QR code in store opens WhatsApp with the entry message ready.



2. Age check and slip

WhatsApp asks for their full date of birth first. Under-18s are turned away. Then they send a photo of the till slip.



3. AI checks it

- ✓ RTD product found
 - ✓ Dated inside the promo
 - ✓ Slip not used before
- A valid slip gives 3 credits and a personal game link. Anything unclear goes to a person.



4. Play and win

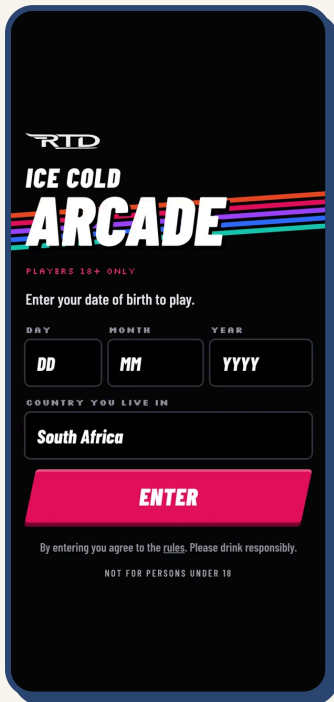
Each credit opens the cooler. 3 cans of one flavour wins a cash prize. Winners see it on screen and get a WhatsApp message to claim.

 **Already proven.** WhatsApp entry and slip checks run on the same system we built for the Babalas Rescue+ campaign. The game handles the play.

THE GAME

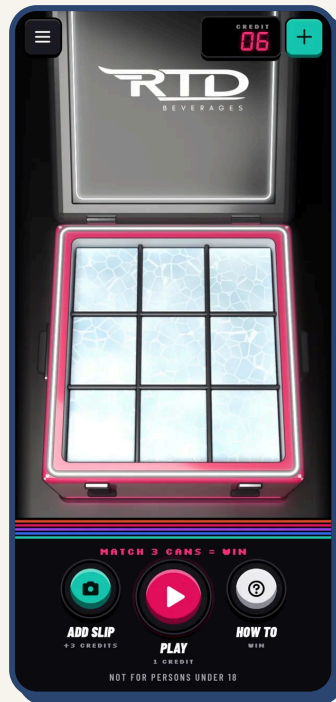
Built and working today.

These are real screens from the test build, sized for a phone. The look is a 90s arcade cabinet in RTD's five flavour colours.



18+ gate

Full date of birth and country before anything else.



Ready to play

Credits on the counter. Press Play to open the cooler.



Wipe the frost

Wipe with a thumb, or press Reveal to show all 9.



Match 3, win cash

A prize ticket on screen, and a claim on WhatsApp.



The server decides, not the wipe

Each result is set the moment a credit is used, from a prize pool spread over the promo weeks. Wiping only reveals it, so there is no skill trick.



No rigged near-misses

Cans are dealt at random. We never place two of a flavour on purpose to make people play again.



Prizes for every week

200 cash prizes, spread so the last week has as many as the first. 1 prize per person a week, so more people win.



Limits that stop abuse

Up to 5 slips per person a day. A slip counts once. Credits can't be bought, sold or swapped.



A legal promotional competition

Run under section 36 of the Consumer Protection Act, with an independent auditor checking the prize pool and the winners.



Built to the alcohol code

Under-18s go to aware.org. Nobody drinks in the game. "Not for persons under 18" is on every screen.



Play the demo on your phone at rtd.ctrl-z.agency/scratch. Test build: slip scanning is simulated and nothing is saved. In the live campaign, slips come in through WhatsApp.

Play the demo [↗](#)

WHAT YOU GET

Two parts that work as one.

The WhatsApp side brings shoppers in and checks every slip. The game is where they play. Your team sees both on one dashboard.

WHATSAPP ENTRY

R15,000

Entry, age checks, slip checks and winner claims

- ✓ A WhatsApp Business number and entry chat in RTD's tone
- ✓ 18+ check with full date of birth
- ✓ AI slip checks for RTD products, dates and repeat slips
- ✓ 3 credits per valid slip, sent with a personal game link
- ✓ Winner messages and claims, with slip and ID checks
- ✓ QR code artwork with scan counts per store
- ✓ Team dashboard: entries, review queue, chats and winners

SCRATCH GAME

R15,000

The RTD Ice Cold Arcade, finished and set up for the campaign

- ✓ The game for phones, with RTD's five flavours and cooler
- ✓ Prize engine for 200 cash prizes, spread over the promo
- ✓ A record of every play and prize, for the auditor
- ✓ Prize tickets and the claim flow
- ✓ How to play, prizes left this week, rules and help screens
- ✓ Under-18 and responsible drinking messages built in
- ✓ Testing on real phones before launch

Both parts, once-off build and launch

R30,000 excl. VAT · **R34,500** including VAT at 15%



Usage, billed monthly

WhatsApp messages R0.17 each

About 3 per shopper's first slip, 1 after that. First 1,000 a month free.

AI slip reading Up to R0.05

Every slip sent in

Plays in the game No charge

Credits are played in the game, not on WhatsApp



Usage over 3 months

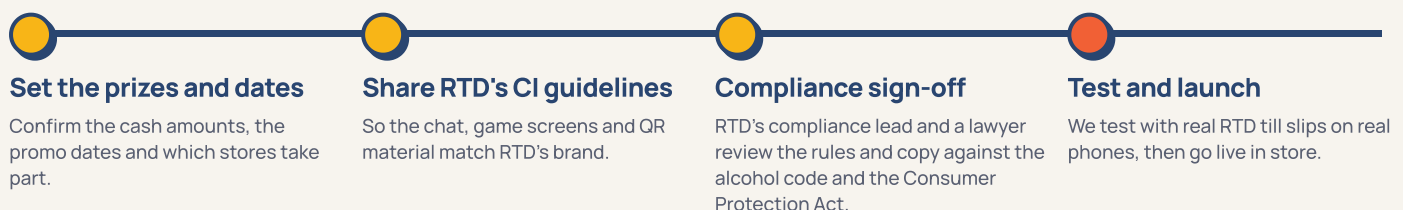
SLIPS	WHATSAPP	AI	TOTAL
1,000	R6	R50	R56
10,000	R3,751	R500	R4,251
50,000	R20,395	R2,500	R22,895
100,000	R41,200	R5,000	R46,200

Not included: the 200 cash prizes, which Clippa chooses and pays, and printing of in-store material. We supply the QR code artwork. **Example prize split:** 2 × R5,000, 18 × R1,000, 40 × R500 and 140 × R100, which is R62,000 in total. The amounts are yours to set.

Usage includes about 3 messages per winner for the claim and assumes 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



Ready when you are.

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

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