Rakuten TV Enterprise

Case Study:

How Toffifee Partnered with Rakuten TV to Sweeten Brand Engagement through Movie Rewards



Toffifee, one of the world's most recognised confectionery brands, wanted to enhance brand love and encourage repeat purchases in the UK market. Partnering with **Rakuten TV Enterprise,** Toffifee launched an innovative promotional campaign that turned movie rewards into a tool for driving engagement, excitement, and deeper emotional connection with consumers.

The Challenge

In the highly competitive confectionery market, Toffifee sought to strengthen its position as a brand that goes beyond indulgence, offering added value and memorable experiences. **The challenge was to find a way to surprise and delight consumers while driving repeat purchase intent and long-term loyalty.**

Traditional FMCG promotions often rely on discounts or prizes that deliver short-term uplift. Toffifee wanted something more enduring: a reward that resonates emotionally and keeps the brand top of mind.

The Solution

Rakuten TV Enterprise's Vouchers product formed the basis of an innovative promotional setup that moved beyond the traditional FMCG promotional model.

Instead, Toffifee used an on-pack barcode to create a more interactive entry journey through a dedicated microsite, with a weekly prize draw for movie vouchers redeemable on the Rakuten TV app. This approach encouraged repeated participation and strengthened the connection between the brand and its consumers.

With the Rakuten TV app pre-installed on leading Smart TV brands such as Samsung and LG, and completely free to use, the experience was smooth and intuitive for all draw winners.

By linking Toffifee with a fun, premium entertainment experience, the promotion successfully incentivised action and strengthened brand affinity in a natural and consumer-friendly way.

The Impact

The Toffifee promotion ran over several months in the UK, offering a consistent brand presence across both the digital and household spaces. **Through the campaign's gamified structure, Toffifee was able to:**

- **Incentivise action and drive repeat purchases** through a desirable, emotionally resonant reward.
- **Create brand differentiation** by connecting the joy of a sweet treat with the excitement.
- **Strengthen brand** affinity through alignment with premium, family-friendly entertainment experiences.

Rakuten TV's audience profile further supported Toffifee's objectives with strong representation across family households, food lovers, movie buffs, and parents: an ideal fit for a confectionery brand seeking to reward family decision-makers and household shoppers.

By offering rewards that encourage repeat interactions and positive reinforcement, Toffifee created not just a purchase incentive, but a brand memory that lingers well beyond the promotion itself.



Rakuten TV is one of Europe's leading video-on-demand platforms, operating in over 43 countries. It offers content partners a powerful advertising ecosystem designed to maximise reach, engagement, and return on investment. The platform's integrated media solutions and access to connected TV households make it a strategic choice for brands and content providers seeking scale and performance.