



Instant Rewards - An Australian Bank Case Study

Background

The Bank's objective was to raise programme value through increased customer engagement and higher offer take up for its non-rewards credit cards.

The Challenge

To create a compelling Instant Rewards program with highly relevant and engaging partner offers communicated via multiple channels to in excess of 1 million credit cardholders.

Solution

Exclusive and best in market offers sourced from 30 plus national retail/service providers. Offers include:

- Percentage discounts
- \$ discounts
- Value adds
- Competitions and prize draws
- 6 strategic partners chosen to provide one long-term offer plus one tactical offer annually

- Offers and discounts focusing on fun, entertaining and family orientated categories
- Increased promotional space per partner
- Fully refreshed creative over all communications channels
- Provided cost savings for client by implementing long term strategic partnerships

Results

Launched Instant Rewards programme to over 1 million cardholders

- 30 plus strategic partners acquired for relevance to client's credit card demographics
- Sourced exclusive and best in market offers
- Printable vouchers for easy in-store recognition
- Consistent repeat visitors to programme websites
- High email open rates, well above industry average
- Significant sales revenue driven by programme participation continues to ensure longevity of partnerships

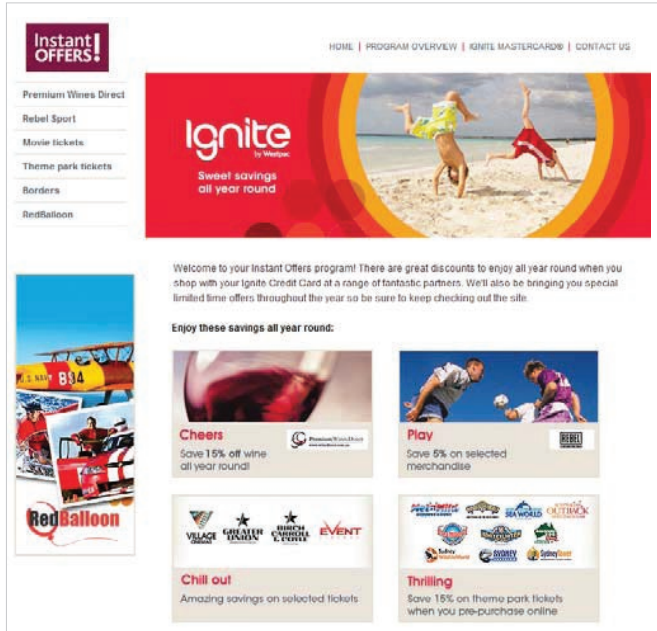


InstantBenefits

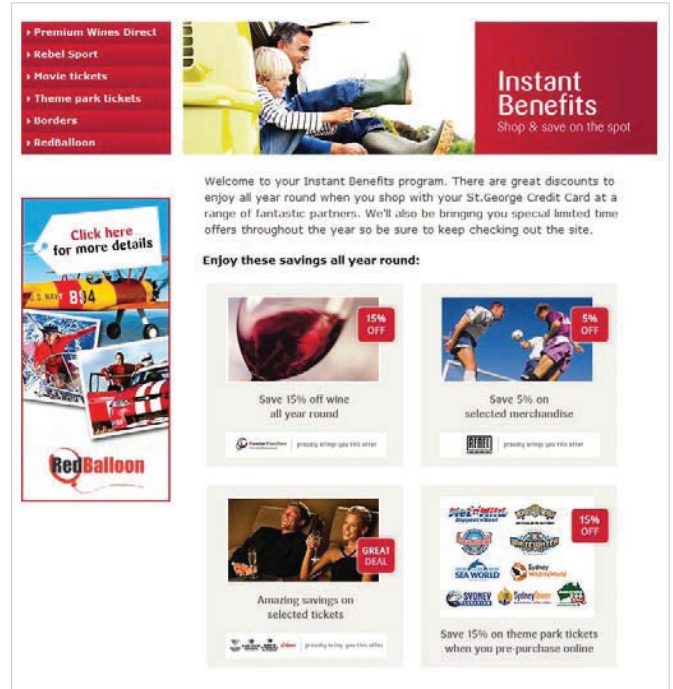
www.collinsonlatitude.com



Our Work



Instant Offers Homepage



Instant Benefits Homepage

The Collinson Group – pioneers in revenue growth

Collinson Latitude is part of the Collinson Group - with over 20 years' experience in membership, loyalty and marketing services, servicing 4 million of our own customers.

As a global provider of incremental revenue products and services we enable clients to generate new, lasting revenue streams, drive loyalty, and motivate and engage their customers.

We have implemented numerous successful programs for leading global brands, having developed relationships with over 20,000 partners and online merchants around the world.

Our range of international blue chip clients includes some of the world's leading hotel, financial services and airline brands. The long-standing relationships we have with many of these clients are testament to our passion and expertise.

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