



MasterCard Encourages Gold Card Spend

Background

MasterCard's objective was to drive card spend on Gold credit cards in Asia Pacific, with a desire to run a regional promotion that could use a common platform, designed around the theme 'Win your weight in Gold'.

The Challenge

MasterCard challenged us to create a plan to achieve this objective and implement its co-ordination with 62 banks across nine markets in Asia Pacific.

They were particularly concerned about:

- Ensuring confidentiality of data
- Finding the most efficient way to collect data during a 9 month promotion period
- Guaranteeing a random draw

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Your contribution was invaluable in making 'Win your weight in Gold' a resounding success across Asia Pacific. From implementation planning to building the draw management systems and executing the draw, you provided a first class service.

Lesley Armstrong - MasterCard client

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Solution

Complete electronic prize draw management:

- Defining the data collection requirements from the Member banks via a formal 'Briefing Document'
- Building the administration database to receive, validate, report on data feeds
- Implementing secure data transfer protocols
- Retrieving data from 64 regional Member banks
- Loading and verifying data and outputting reports
- Converting all the data into draw entries based upon 1 entry for every US\$100 spent
- Building the random draw system
- Gaining DTI approval for the system
- Administering the draw in Sydney, Australia
- Auditor liaison

Results

Nearly 20million draw entries were made into the 'Win your weight in Gold' programme and double digit uplift was recorded during the promotion period.



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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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