



Collinson Latitude and ICLP reveal the key to event success

The Challenge

Collinson Latitude and sister company ICLP wanted to attract the largest possible audience at a busy conference. To achieve this goal, a key objective was to engage visitors in an exciting way before and during the event, encouraging them to seek out the companies' exhibition stands. A promotional mechanism was therefore required to target delegates and introduce Collinson Latitude and ICLP as complementary experts in the field of loyalty marketing and ancillary revenue.

Proposition

Reveal&Win is a promotional customer engagement tool designed to create excitement and elicit a positive response from audiences. Delivered via an email platform, Reveal&Win offers recipients a far more compelling and brand-rich interaction than conventional email communications.

Reveal&Win employs an online scratchcard format to deliver motivating messages to target customers and encourage click-through. The tool is highly flexible, enabling text and images to be displayed and the number of matching combinations to be controlled.

Solution

An online scratchcard, through which participants had to match three logos to win an iPad or a delegate pass to a forthcoming conference. Targets were driven to the Reveal&Win microsite via an email invitation and were required to enter a unique promotional code to participate. Recipients were permitted only a single entry per email address and promotional code, to discourage multiple entries from individuals.



Reveal&Win

www.collinsonlatitude.com

Summary

A tactical solution to raise awareness of Collinson Latitude and ICLP's participation in the 2010 Mega Event, encouraging recipients to visit the two companies at the conference.

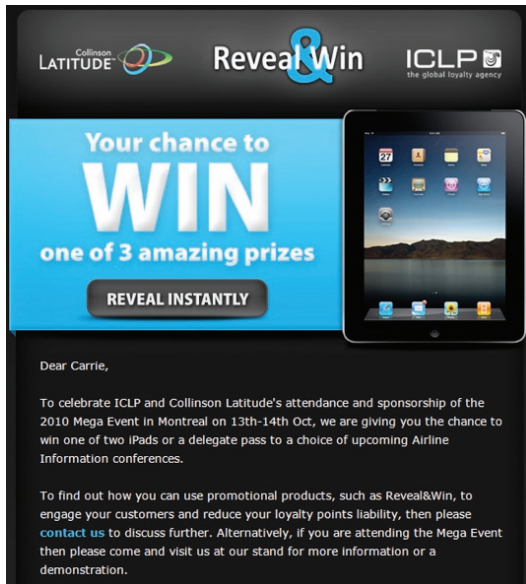
Benefits

- Exceeds the response rate of standard emails, offering a compelling call to action
- Automates the data-cleansing process, with details verified by entrants
- 'Refer a Colleague' function enables gathering of new data and contacts
- Sophisticated reporting including live participant reports, outstanding prize pool information and major prize verification
- Supported by Google Analytics

Results

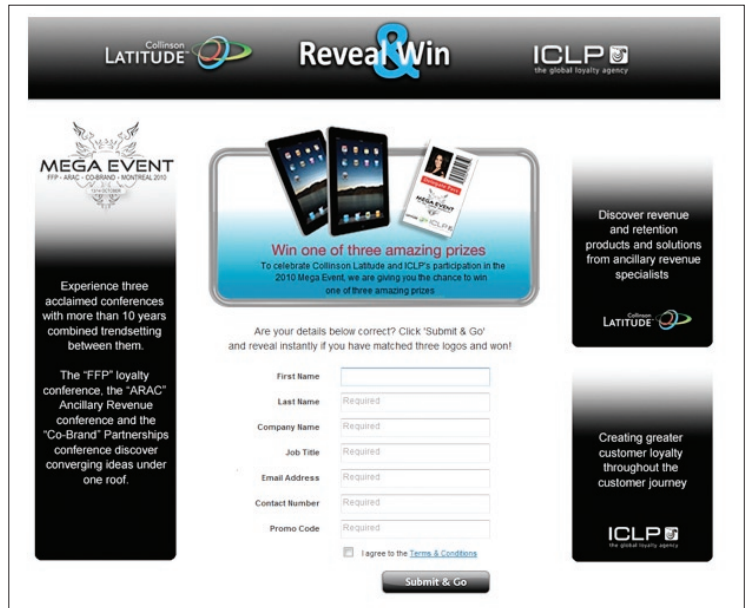
- Up to 23% 'open rate' for email invitations by region, with 18% average globally
- Prizes awarded to both existing and potential customers, helping to develop and maintain relationships
- Increase in on-stand visitor traffic with awareness of promotion
- Additional data acquisition through 'Refer a Colleague' functionality

Reveal&Win Screen Shots



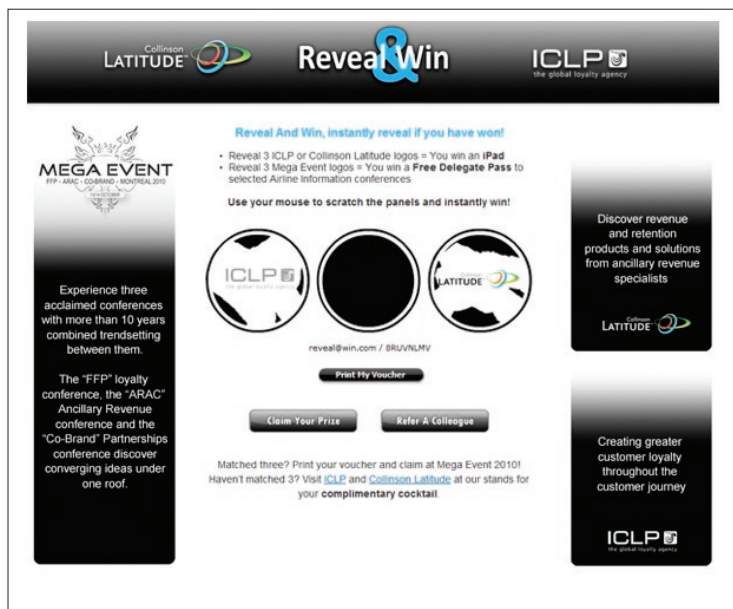
Personalised Email Newsletter

Personalised email communications with encrypted link and strong call to action.



Simple Registration

Dynamically loaded registration page prepopulated with customer details when clicking through from email. Automatic data cleansing through accepting or amending details.



User Friendly Environment

Engaging scratchcard mechanism and ability to refer a colleague – increasing the amount of data held.



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