

American Express – Mickey Mouse

BACKGROUND

To maintain position in a competitive market, American Express needed to show Cardmembers that their card gives them access to privileges and benefits negotiated exclusively for them – things that they would otherwise miss out on.

American Express regularly communicates with its base about the Qantas relationship and the special fares it offers. This, however, tends to be fairly standard communications owing to the challenges of working with 2 distinctive brands.

MARKETING OBJECTIVES

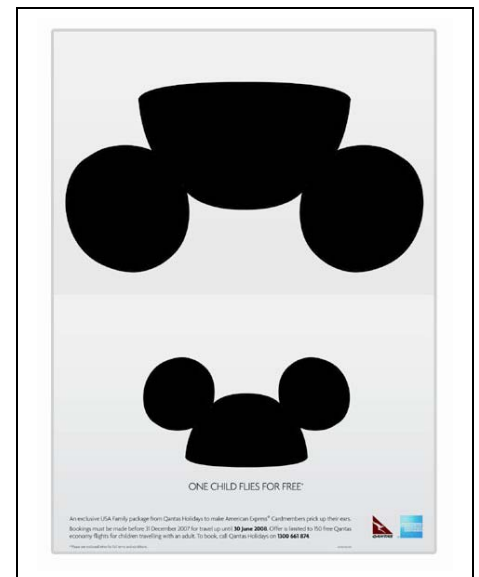
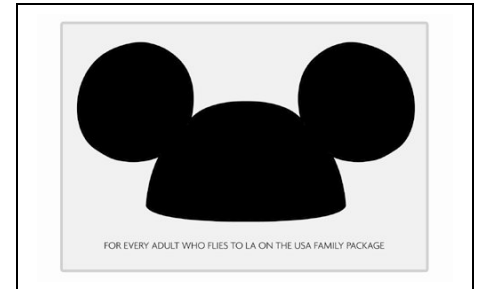
- 150 free return economy child airfares were available. The objective was to achieve 100% take up of these fares over the 7 week campaign.
- Achieve a 1% response rate from the 16,109 base to break even.

STRATEGY

With the limited number of free flights, targeting an engaged and long-tenured segment was necessary. The target audience was customers aged 40-50, who had been members since at least 2000, and held either a Gold Charge or Affinity/Platinum/Qantas Co-brand credit card. This base was then mined for past Qantas Holidays/Cruising customers. All recipients had at least 1 supplementary card, enabling Amex to better target members who were more likely to have a family and thus be more open to the offer.

CREATIVE SOLUTION

The offer was simple, so the mailer dramatised it – firstly with a pair of adult-sized, pop-out Mickey Mouse ears and a line reading: FOR EVERY ADULT THAT FLIES TO LA ON THE USA FAMILY PACKAGE, followed up by a small, kid-sized set with the pay off: ONE CHILD FLIES FOR FREE.



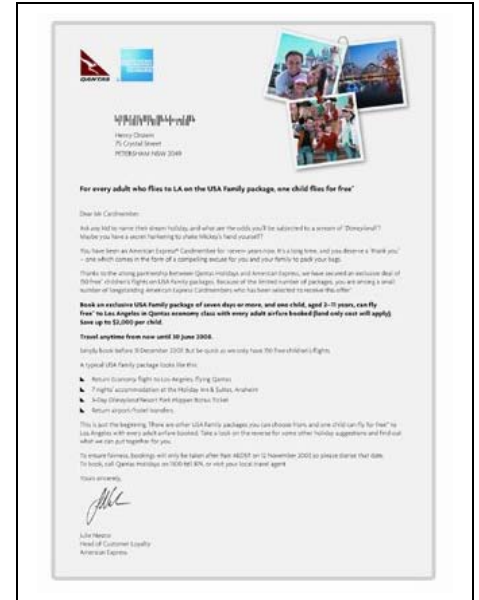
OPEN UP TO MAIL™

RESULTS

The mail campaign proved to be a success with all the seats selling out. The call rates, time frame and resultant ROI, however, were totally unexpected.

- The direct mail generated 50 calls within the first 30 minutes and a total of 152 calls on the first day
- 509 calls were received in total, equating to a 3% response rate (triple the target)
- Conversions to bookings of the full 150 seats were achieved within 5 days of the campaign release
- Achieved a return on investment of 32:1

Open Up To Mail gratefully acknowledges Ogilvy Australia and ADMA for allowing us to publish the details of this campaign.



OPEN UP TO MAIL™