

Commonwealth Bank – Dollarmites mission

BACKGROUND

The Dollarmites are characters created by Commonwealth Bank to establish a long-term financial relationship with kids. Twice a year Commonwealth Bank communicates with their Dollarmites Club members (children aged 0-9) via a statement insert that demonstrates how much fun and rewarding saving can be.

MARKETING OBJECTIVES

The objective of the campaign was to build a relationship beyond a bi-annual statement mailing, into an online space where the Commonwealth Bank could communicate with its Dollarmites Club members more regularly.

The key objectives were:

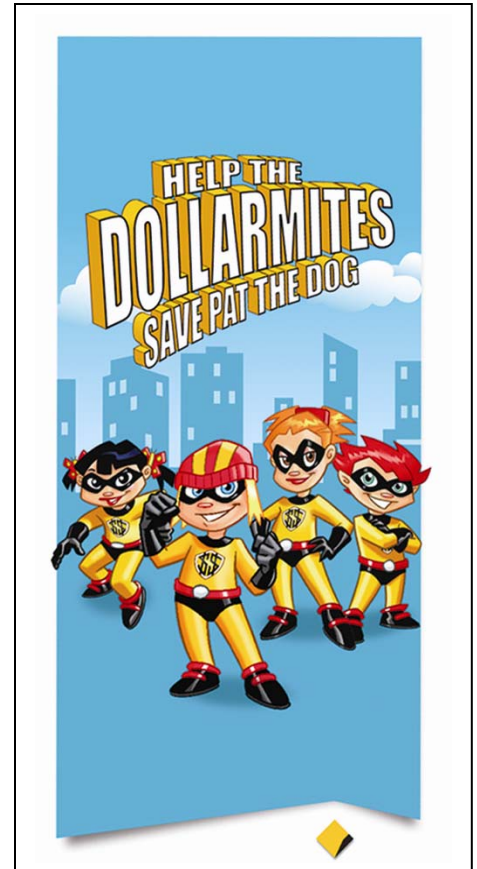
- Achieve a 1.25% response rate from the DM by driving kids to the website
- Increase the average time spent on the website from 2 minutes to 5 minutes
- Achieve 4,620 competition registrations (all from a 15 cent activity brochure).

STRATEGY

The strategy was to offer kids the chance to be the next Dollarmite Supersaver to be featured in the next statement insert. The campaign was based on creating an adventurous experience for the kids.

CREATIVE SOLUTION

The DM involved a series of steps for the kids to engage in. Firstly they had to solve clues from the activity pack that was sent with the statement mailing. The answers gave kids a secret code they could enter online to create their own Avatar. Finally, Commonwealth captured their details online. The winning child had to have made a deposit of \$10 into their account during the months of April/May.



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RESULTS

The DM was the most successful Dollarmites campaign ever run by the bank.

- Commonwealth achieved 8,100 hits to the site, exceeding their target response by 3,900 visits
- The average time spent on the website increased from 2 minutes to 12 minutes, an increase of 600%
- The total of competition entries received was 5,707 exceeding the target of 4,620 by 21%
- Of the 5,707 entries, 5699 opted to receive future communications, an opt-in rate of 99.8%.



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

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