

Just Car Insurance – Undies Campaign

BACKGROUND

Just Car is a youth-oriented brand, so customers have a stronger response to online and SMS communications than to those in traditional mediums. However, to talk to customers via these channels Just Car needed opt-in consent.

MARKETING OBJECTIVES

Rapp Collins Melbourne were tasked with securing opt-in for future email and SMS communications from current Just Car motor insurance customers, and providing a positive brand experience to get people talking about Just Car.

Car insurance is generally a dry topic and a grudge purchase, especially for the youth market. So it was a challenge to get Just Car's young customers to opt-in for online promotional material, let alone to get them talking about the brand.

STRATEGY

Customer insight showed that this group have become desensitized to standard communications. They respond to 'money can't buy' experiences, limited editions and new trends. They live life to the full and respond positively to brands that enable them to make a statement. Based on this insight, Rapp Collins came up with the idea of offering them the chance to win an extreme Redballoon adventure trip with Just Car.

CREATIVE SOLUTION

The idea was that if they won an extreme adventure, they'd need to take a spare pair of undies with them (just in case). Customers were given the options of going online to opt-in and enter, or completing the self mailer entry form. The promotion element of this piece enticed the target market to opt-in, while a pair of Just Car branded undies gave them something to talk about.



RESULTS

The campaign achieved a 5% response rate. What's more, Just Car customers started talking to each other about their insurance brand. Just Car received emails from customers thanking them for the undies, or requesting a pair. The undies were 'topic of the week' on Australia's number one automotive and lifestyle website – nissansilvia.com/forum. Customers also posted funny comments about their 'Just Car ball crushers' and pictures of themselves wearing their one size fits all undies. On boostcruising.com, an enthusiastic blogger even organised a 'Just Car Undies Cruise'.

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