

Loyalty Pacific – Reminder Postcard

BACKGROUND:

Loyalty Pacific went through a brand/campaign review in late 2008 and identified there was a need to give their FlyBuys program a facelift. They also wanted to increase the number of communication channels available for members to receive information or bonus point offers from FlyBuys.

MARKETING OBJECTIVES:

To launch the new FlyBuys brand look and feel, and to acquire more member email addresses.

STRATEGY:

The FlyBuys Shopping Scramble gave members the chance to win \$14,000 worth of gift cards or one of five \$500 FlyBuys gift cards, simply for providing or updating their email address.

The quarterly statement pack launched the campaign to almost 2M members and reminder postcards were issued to a test group of 50,000 non-responders to drive incremental uplift in response to the initial pack.

The 50,000 members selected to receive one of two reminder postcards were split into 3 different groups:

Group 1 - Have visited the FlyBuys website 3 or more times over the last 12 months

Group 2 - Have an email address

Group 3 - No visit to the FlyBuys website in the last 12 months



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CREATIVE SOLUTION:

There were two creative executions chosen for the reminder postcards, that both used personalisation to deliver a more relevant message to the member.

The 50,000 non-responders were split into two groups of 25,000 as a straight test to assess which creative execution performed the best.



RESULTS:

The reminder postcard delivered an incremental response of 10.5%, and has demonstrated to Loyalty Pacific the value in using reminder mailings to generate additional value from their campaigns.

Interestingly, both postcard versions were equally as strong in their response, with no clear creative winner.

Loyalty Pacific were very pleased with the results and are looking at more opportunities to use reminder mailings to boost future campaigns.



Open Up To Mail gratefully acknowledges Loyalty Pacific for allowing us to publish the details of this campaign.