

QANTAS ASSURE

REWARDING EVERYDAY QANTAS CUSTOMERS FOR MOVING



WITH
COLLECTIVE



QANTAS ASSURE.
Health Insurance





Summary



THE BRIEF

Qantas loyalty is a business that markets to and rewards over 11.5million Australians each and every day, covering everything from flights and credit cards to grocery shopping and telecommunications. In January 2016, they approached us to help them launch a new loyalty business, Qantas Assure, into the crowded and commoditised space of private health insurance.

THE SOLUTION

Our solution was to demonstrate how easy it was to earn Qantas Points for things as simple as walking. So we enlisted Academy Award winning actor Christopher Walken to help demonstrate how easy it is to earn Qantas Points. Through our development of a series of different films (120, 90, 60, 30, 15 second) we showed how Christopher could earn points walk'n, run'n, box'n, climb'n, garden'n, scor'n and danc'n.

THE RESULTS

- Within first 4 days, Walken ad seen by circa 500K Australians.
- In less than a week, members have taken enough steps to go more than once around the world.
- A 213%+ increase on previous record pre-registrations for the launch of Qantas Assure.
- CPA is ~45% less than forecast – and 65% below industry average benchmarks.
- The app featured within Apple Store (AU) within 24 hours of going live (maintaining a 5 Star rating).



Integrated Campaign



In terminal



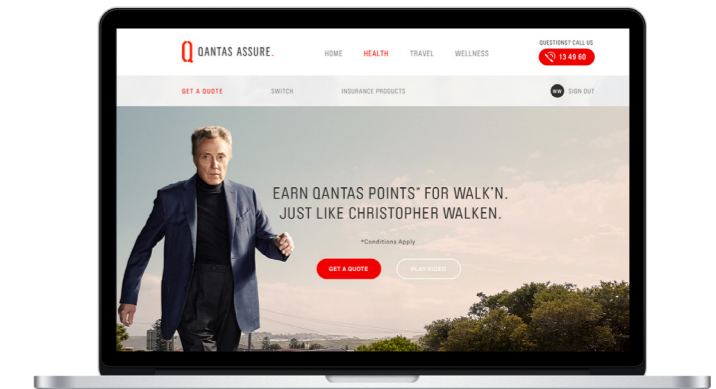
In terminal



Press



TVC



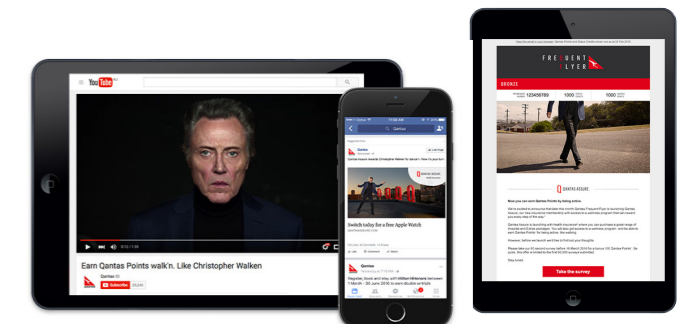
Landing page



Outdoor



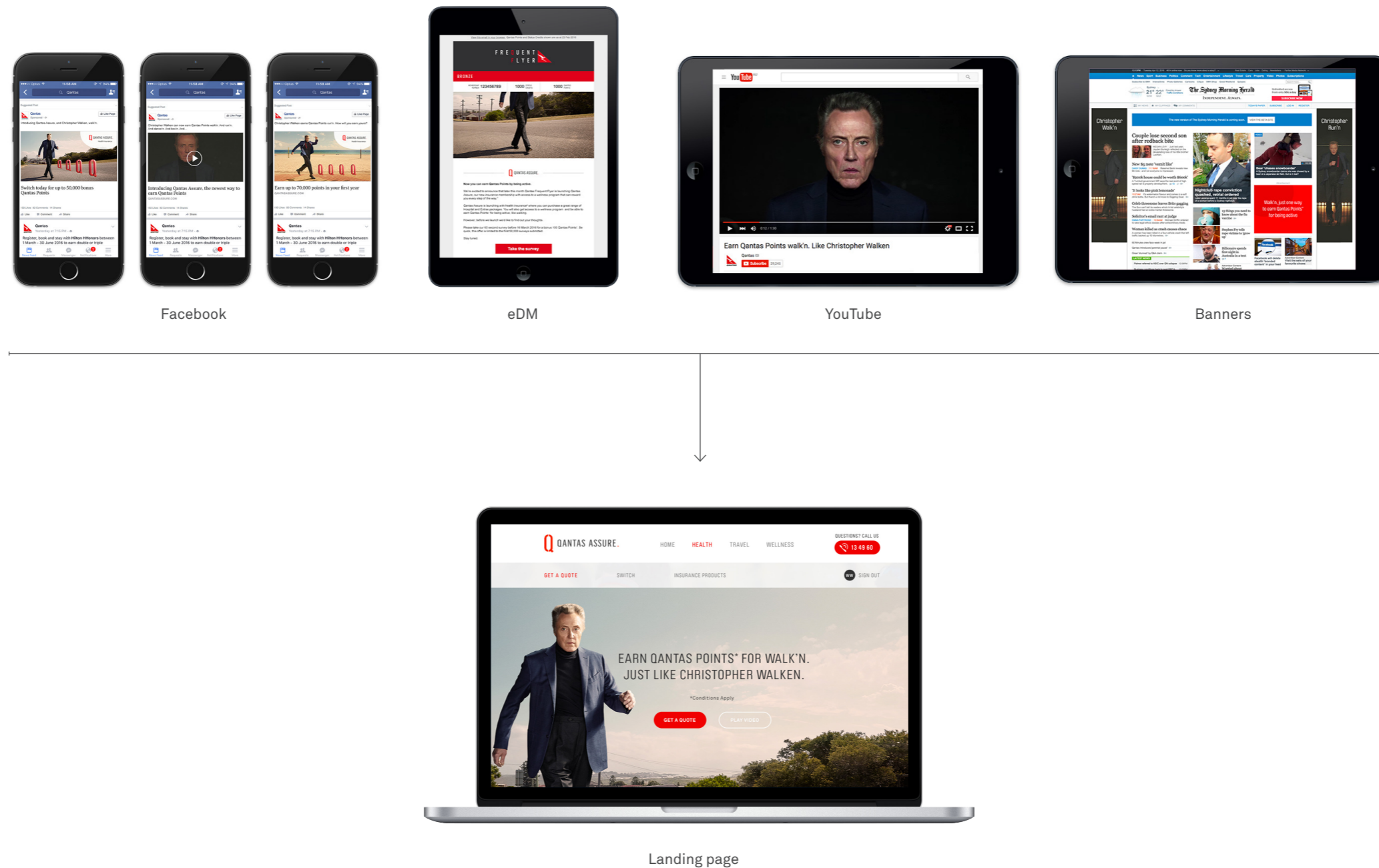
Outdoor



Social

eDM

Customer Retention Loyalty Campaign





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PR

