

Repco Recession Greeting Cards

Repco, Australia's largest automotive parts and accessories company, have their own loyalty program called Team Repco. Every time a trade customer makes a purchase, they earn Team Repco points that are then redeemable for products or vouchers.

As the economy has gotten worse, these points have only become more valuable. So to encourage customers to spend them, Repco sent out Recession Greeting Cards – the greeting cards we had to have.

Personalised to each of Repco's 8,000 trade customers from their local Repco store manager, they provided a welcome bit of good news in tough economic times.

