

Simply Energy - Acquisition And Retention



CLIENT:



OVERVIEW:

Offer a highly valued incentive to encourage Australians to switch their energy provider to Simply energy.

SOLUTION:

Provided Gold Class movie tickets to new customers who took out an energy contract with Simply energy during the promotional period.

BENEFITS:

- Broad appeal
- Increased brand loyalty
- Experienced positive sales uplift
- Strong point of difference in a competitive market
- Successful in driving acquisition and retention

Please find below your Event Cinemas Gold Class Movie Ticket compliments of:



GOLD CLASS EVENT
MOVIE TICKET OFFER

*Terms of course the holder must comply with the terms of the offer.

GOLD CLASS MOVIE TICKET

*Valid for Event Cinemas Gold Class sessions only.

Expires: **DD/MM/2013**

Admit 1 Adult

*Terms & Conditions This voucher is valid for one adult admission and is to be surrendered at the cinema box office for a ticket to the session of your choice. As seating is limited and a reserve seat policy exists it is recommended that a booking is made prior to the redemption of the voucher by telephoning or booking online. Once the voucher is used to book a Gold Class seat, there will be no refund if the seat is not occupied and the voucher cannot be used for another booking. At all locations patrons must be 18 years of age or older to purchase alcohol. Identification will be required. Vouchers are not valid for group bookings, movie marathons, and special events or in conjunction with any other offer or promotion unless otherwise stated. A surcharge applies to 3D/Real D films. It is the responsibility of the holder to use this voucher before the displayed expiry date. Expired vouchers will not be extended or replaced. Vouchers are not refundable and cannot be exchanged for cash. Vouchers cannot be sold or advertised without the prior written consent of Event Cinemas Australia. For participating cinemas and further information visit www.simplygold.com.au.



M02980154275

Value	Name	Unique Identifier
\$ CINEMA USE ONLY <small>WALK UP TO \$39.90</small>	JOHN SMITH	ESEN0013

Box Office: Refer to your cinema's acceptance procedures. This certificate has a unique code that allows a one-time movie cinema admission. Attempts to duplicate or to use it after the expiration date will result in denial of transaction. It will also be deemed fraud by the sponsor and will subject the user to all penalties allowed by the law.

