

# iSelect - Incentive



## CLIENT:



## OVERVIEW:

Offer a significant point of difference to drive sales in the highly competitive insurance market.

## SOLUTION:

Members who purchased an eligible health insurance policy plus car insurance, electricity or gas during the promotional period received 12 double movie passes over 12 weeks.

## BENEFITS:

- Increased customer satisfaction
- Point of difference in a highly competitive market
- Experienced positive sales uplift
- Campaign delivered well within budget

