

# Westinghouse - Family Movie Pass



## CLIENT:



## OVERVIEW:

Electrolux were looking to provide a gift with purchase that had a very high perceived value and wide appeal

## SOLUTION:

Staggered offers of free family movies each month, based on spend. Cinema movie tickets delivered electronically every month.

## BENEFITS:

- Broad appeal
- Very high perceived value
- Electronic delivery - no reward budget spent on unnecessary fulfillment
- Ongoing reminder of brand
- Opportunity to engage with customers every month

