

Bupa - 12 Months of Movies



CLIENT:



OVERVIEW:

Customers who take out a combined hospital and extras cover will receive movie tickets for a year.

SOLUTION:

12 months worth of movies! Cinema movie tickets delivered electronically every month -1 movie ticket per month for single memberships and 2 movie tickets per month for couples and families.

BENEFITS:

- BUPA owned the movie going space amongst Health Insurers
- Exclusive offer with appeal to all demographics that is almost impossible to duplicate
- Excellent value proposition for the consumer
- Monthly reminder of the value of being a BUPA customer = encourages loyalty
- Fulfillment is almost entirely electronic
- All of the budget goes on the reward!

