

Simply Energy - 12 Months of Movies



CLIENT:



OVERVIEW:

Simply Energy required a high value reward with broad appeal.

SOLUTION:

12 months worth of movies! Cinema movie tickets delivered electronically every month or movies downloaded to your computer, PLUS DVD rental bonuses.

BENEFITS:

- Very high perceived RRP
- Broad appeal
- Makes a boring category sexy
- Electronic delivery – no reward budget spent on unnecessary fulfillment
- Ongoing reminder of value = reduced churn
- National acceptance – 90% of all cinemas Australia wide
- Almost impossible to duplicate

