

promotional...

newsletter



W I N T E R 10

Tesco Car Insurance

Tesco Car Insurance retained Aztec Marketing to deliver a new client acquisition incentive for their online business. Aztec teamed up with Nationwide and Halfords Autocentres to create an exclusive offer for new online customers – A Free MOT & Tesco 18-point Service at any Nationwide and Halfords Autocentres when a customer bought Tesco Car Insurance online between 22nd July and 15th September 2010.

The incentive programme provided a high profile reward to each and every customer regardless of their location due to the comprehensive geographical coverage provided by Nationwide and Halfords Autocentres.

The promotion was supported by a substantial TV campaign, national press, in-store POS and a DM campaign.

“Not only did the campaign come in on budget, but it also proved to be a highly successful new client acquisition driver for Tesco Bank in terms of both motor insurance quotes and policy sales, both of which exceeded our original forecasts.

Aztec managed the campaign logistics from start to finish and took away the labour intensive day to day liaison required to facilitate the Free MOT and Tesco Service with Nationwide and Halfords Autocentres on behalf of Tesco Bank.

This allowed us to concentrate on how we wanted to market this offer to our customers in a way, which was clear and transparent and ultimately paved the way for one of our most successful campaigns, scoring a 92% customer satisfaction score in feedback from our customers.”

Jill Hood, Senior Marketing Manager
Tesco Bank



TESCO Bank | *Every little helps*



case studies

Pizza Hut 'Family Adventures'

ENJOY A **FAMILY** ADVENTURE ON US

In 2010 Aztec Marketing celebrated it's fourth year working on promotional campaigns for Pizza Hut UK. During summer of 2010, Aztec Marketing was project retained by Pizza Hut to launch their strongest promotion yet! Pizza Hut "Family Adventures" provided a full programme of summer family entertainment that included "Kids Eat Free" throughout the summer holiday period.

Targeting the classic family unit as their most influential target audience, "Family Adventures" provided Pizza Hut customers with access to hundreds of days out, sports and leisure offers just by dining in any participating restaurant from the 12th July to 5th September

2010, with offers being valid until 31st December 2010. Key partners like Haven Holidays, Family and Friends Railcard and Holiday Inn Hotels provided fresh offers to an already powerful line up of partnerships in the programme. Pizza Hut's "Family Adventures" programme ensured that there was something for everyone: "2 for 1" and "Kids Go Free" to days out attractions and sporting activities such as football, swimming lessons and dance lessons, "Free" and "2 for 1" beauty treatments for Mum and "2 for 1" golf green fees for Dad ensured that all the family had something to enjoy.

Customers received a tip tray voucher with their receipt after dining at participating restaurants during the promotional period, which featured the "Family Adventures" promotional website and a unique reference number for them to download a voucher for their chosen offer. The campaign was supported by prominent branding across the main Pizza Hut website and digital display advertising.



Kellogg's Krave



Kellogg's launched their latest cereal brand 'Krave' in March 2010 aimed at young adults (16-25), however the focus for their launch was on students aged 20-25 years.

The promotion was launched on-line and was called the "Krave Choc Exchange", which launched in conjunction with Facebook. The "Krave Choc Exchange" was a competition portal where participants could bid for prizes using chocolate chunks.

Users acquired the chocolate chunks by doing a variety of things including uploading photographs of Krave, or changing their status to be about Krave. The more chocolate chunks they acquired the more they could bid for the prizes.

Aztec were asked to put together a number of prizes aimed at this market to include festivals, concerts, clubbing holidays along with some merchandise items such as camcorders, drum kits, pizza ovens, iTunes vouchers and many more.

Krave is the first cereal launched by Kellogg's in the UK that specifically targets the young adult market.



contact us

If you would like to contact our Sales Development Team to discuss any of our past promotions or have a new enquiry, please do not hesitate to contact us on: 01442 264777 or email;

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