

# Use AIR MILES reward miles to draw a crowd



A major city uses the AIR MILES Bonus Card to boost participation at an environmental event

**Industry:** Municipality

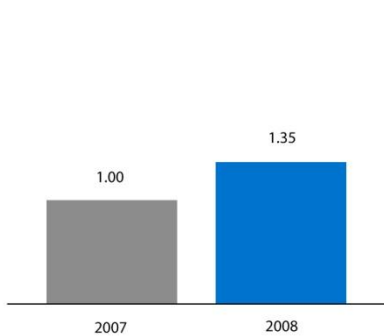
**Business objectives:** Boost overall traffic to the Community Environment Day event; Significantly increase the number of first-time attendees; Divert more batteries to safe disposal than at past events, and in comparison to events in other city wards;

**Program:** 10 AIR MILES reward miles for residents bringing in their used batteries

## Results:

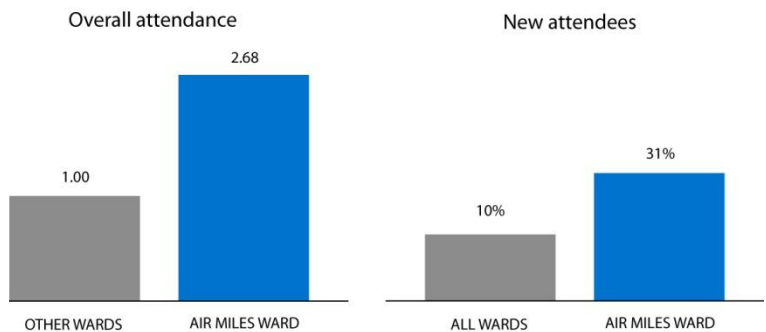
**Adding AIR MILES reward miles to the event sparked positive response from participants and successfully drove increased participation.**

AIR MILES Ward Indexed Attendance



**35% increase in traffic YOY**

AIR MILES Ward vs Other Wards



**Attendance 168% above average**

Source: AIR MILES Promotional Sponsor data