

# AIR MILES® drives sales

A home builder uses AIR MILES® reward miles to sell homes



## BACKGROUND

- Industry:** Reid Built Homes: Residential Home Builder  
AIR MILES INCENTIVES® client since February 2009
- Business Objectives:** Steer customers to ReidBuilt's Home of the Month floor plan
- Program:** 5,000 AIR MILES® reward miles with the purchase of the Home of the Month

## ADVERTISING SUPPORT

- Website campaign



- Sales Reps in show homes

- AdBar campaign (Safeway grocery dividers)



## TESTIMONIAL HIGHLIGHTS

“ReidBuilt Homes has used AIR MILES® as part of the promotion package for its successful Home of the Month program for nearly two years. We believe AIR MILES® has been a help in differentiating us from our competition. In addition to that marketplace advantage, our sales force also has noted that the availability of the AIR MILES reward miles bonus has often been a critical factor in making a purchase decision. We have certainly found AIR MILES® to be a plus.”

Jeremy Main, Marketing Manager  
Fall 2010

