

# Western Union runs a national Text to Win contest to increase transactions



## BACKGROUND

**Client:** Western Union: Financial - Domestic & International Money Transfer

**Business Objective:** Increase international money transactions to Asia, Central and Latin America, Europe and Africa

**Program:** With every money transfer (within Canada or abroad), customers were able to text in a contest entry for 20,000 AIR MILES reward miles.

Promotion dates: October 1 - December 31, 2009

## ADVERTISING SUPPORT

- Print - Ethnic magazines
- Western Union Canada Website
- Safeway Promo Flyers



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- AdBar Grocery Dividers



- Transit advertising



## TESTIMONIAL

*"AIR MILES is one of the most recognized loyalty brands in Canada. As a marketer, why wouldn't I want to tap into that consumer pool?!"*

*Overall the AIR MILES Bonus Card program was not only cost effective and easy to implement, but it also allowed us to utilize it in a tactical manner, without having to switch over our entire loyalty program."*

Joycelyn David, Senior Marketing Manager of Western Union Canada



# Western Union Testimonial



## Brief description of company.

*Western Union speaks in every currency of the world. Customers trust us to provide meaningful money movement solutions, anytime, anywhere.*

## Why did you choose the AIR MILES Bonus Card program?

*The brand appeal of AIR MILES name resonates with our consumers. The Bonus Card program also allowed us to utilize AIR MILES in a tactical manner, without having to switch over our entire loyalty program.*

## What has been the response to the program from your clients?

*Response from consumers was positive and created buzz in various ethnic markets.*

## Would you consider doing an AIR MILES offer/promotion again? If yes, would you do it differently?

*Yes would run AIR MILES offer again, if I could change anything, I would have saved more budget to repeat the promotion every quarter!*

*AIR MILES is one of the most recognized loyalty brands in Canada. As a marketer, why wouldn't I want to tap into that consumer pool?! Overall the AIR MILES Bonus Card program was a cost effective and easy to implement.*

*The staff at RMG were extremely helpful in allowing us to tailor a program custom fit for our unique consumer and business needs. Thank you RMG!*

Interview with Joycelyn David, Senior Marketing Manager

Western Union Canada