

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.

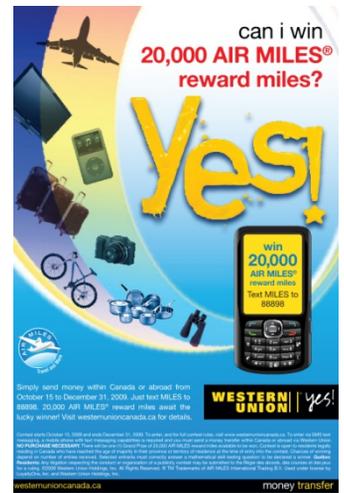
Promotion dates: October 1 - December 31, 2009

ADVERTISING SUPPORT

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



Fast, Reliable & Convenient



- 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