

# CASE STUDY 1

Client: RACQ Queensland – “RACQ Dash-lite”

APPA Award: **Bronze** Category: Australian Made

**Brief:** In an attempt to gain new members, RACQ ran a “Member - get-a-Member” program to entice existing members to introduce new members. RACQ requested a product that was lightweight, had a high perceived value and cost under \$8 each.

**Solution:** Brighter Ideas pitched Dash-lite – a pocket size torch that plugs into a cigarette lighter and recharges as you drive. It sells in supermarkets and battery outlets for \$15.95 and has a high perceived value. RACQ ran with Dash-lite as it was one of the few Australian Made products that fit into their price range.

**Results:** Dash-lite was a huge success and was proven the most successful “Member-get-a-Member” incentive ever!

