

CASE STUDY 3

Client: RACQ Queensland – “RACQ Voice Recorder Keytag”

APPA Award: **Silver** Category: Consumer Programs

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, appealed to a large percentage of the wide and varied RACQ membership and cost under \$7 each.

Solution: Brighter Ideas pitched the Voice Recorder Keytag, featuring 16 seconds of talk time, which plays a personal reminder and features an ultraviolet light. Marketing Manager “Stuart Sanders” commented that Brighter Ideas has a unique ability to continually find the right gift.

Results : Of 24,803 new members 17% were directly attributed to the Member Get A Member promotion. In the past the campaign had attributed to 11% to 15 of new memberships.

