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VIRTUAL



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# It makes sense

British Airways World Cargo  
Promotional literature  
by frank virtual



**BRITISH AIRWAYS WORLD CARGO**

Full terms and conditions apply. To obtain a copy or for any other enquiries, please contact your local British Airways World Cargo Sales Manager or write to: Kate Dixon, Go Extreme Promotion, British Airways World Cargo, Carnus (S122), PO Box 99, London Heathrow Airport, Hounslow, Middlesex TW6 2J5, United Kingdom.

In the terms and conditions, the 'Promoter' is British Airways plc (whose registered address is at Waterside, PO Box 365, Harmondsworth UB7 0GB) and the 'Participant' is each of the four members per company taking part. The Promoter reserves the right to verify the eligibility of each Participant.

All extreme prizes are operated independently of the Promoter by Red Letter Days plc. The Promoter is not responsible in any way for any damage or injury whatsoever in relation to the execution of the extreme prizes. The extreme prizes are subject to Red Letter Days plc's terms and conditions as published in their material.

**The Promotion Time Schedule**

- 03/04/02 - Promotion starts.
- 30/04/02 - End of section one stage.
- 06/05/02 - End of first sections results relayed to Teams.
- 09/05/02 - Teams reply on whether to use points to enter Sports Voucher Draw one.
- 13/05/02 - Sports Voucher Draw one takes place.
- 16/05/02 - Winners of Sports Voucher Draw one notified.
- 31/05/02 - End of section two stage.
- 06/06/02 - End of second sections results relayed to Teams.
- 10/06/02 - Teams reply on whether to use points to enter Sports Voucher Draw two.
- 13/06/02 - Sports Voucher Draw two takes place.
- 17/06/02 - Winners of Sports Voucher Draw two notified.
- 30/06/02 - End of section three and end of Promotional Period.
- 05/07/02 - Final results relayed to Teams.
- 11/07/02 - Teams reply on how to use remaining points. This includes breakdown of points to be used for Sports Voucher Draw and points to be used for Extreme Break draws.
- 18/07/02 - Sports Voucher Draw three takes place.
- 18/07/02 - All Extreme Break prize draws take place.
- 24/07/02 - All final winners notified.

The Promoter reserves the right to cancel or amend the terms of this promotion and all or any tickets issued free without notice in the event of major catastrophe, war, earthquake, or any actual, anticipated or alleged breach of any applicable law or regulation or any other similar event.

This competition shall be governed by English Law.

www.baworldcargo.com

**Customer retention should always be at the forefront of any company strategy. We all spend time and money in gaining our customer base, so why oh why do we let them leave too easily. It's something we've preached for a long time – the volume of business gained from a lifetime customer is vast compared to the money spent on purely developing new business.**

Working with British Airways World Cargo was a prime example. Their customer base of export clerks was world-wide, but generally of a similar age and profile; younger (20-30), predominantly, but not exclusively, male, single and educated to an above average standard. We also noticed a propensity to be thrill seekers.

Our initial scheme was based on a rewards programme for the European teams, business through World Cargo would result in points gained. Over a three month period, points accumulated would add up to prizes.

**Noting their adventurous nature, we agreed to base the rewards on extreme sports, from driving days to the full NASA experience, with everything in between. There were even a couple of rewards for the not quite as adventurous as the rest.**

The absolute success of the programme excited World Cargo enough to repeat the exercise annually for the next few years, in each case using a different prize structure. The second, as per the visual shown below, related to the film industry and related items, again of course, geared to the target age group.



# Latest findings on Loyalty programmes from YouGov

**Many people want and expect a brand to reward their loyalty. Almost six in ten (59%) GB adults think all brands should offer a loyalty programme, and over three quarters (77%) are subscribed to at least one programme – a figure that rises to 85% among women (vs 70% of men). More than seven in ten (72%) think loyalty programmes are a great way for brands and businesses to reward their customers.**

New programmes can learn a lot from the established programmes in the market. Airline and supermarket programmes have high registration rates and dominate in terms of scale. They offer attractive benefits that people want to use and rate highly, but the experience offered is often transactional. These established programmes can also learn from newer entrants which are shaking up the “rules” of loyalty programmes. Virgin Red uses gamification to engage members, Pets at Home VIP Club talks directly to pets instead of owners, and Sky VIP rewards tenure above all else.

There is significant variation in loyalty programme participation by age and gender. Women are far more likely to be a member of a loyalty programme than men, and older age groups are more likely to be a member of a programme. Interestingly 85% of women are members of a loyalty programme vs. 70% of men. While 83% of people over 55 are members of programmes vs 61% of 18-24s

**As may be expected, benefitting from discounts and offers from the brand is the top reason that people are moved to join a loyalty programme (87%). However, the second most popular reason is to get discounts and rewards from partner brands (55%). These types of rewards are more desirable than free products, services and experiences (52%), being the first to know about news from the brand (23%), better services from the brand (18%) and being part of the community (only 6%).**

It's far cheaper to retain current customers than acquire new ones. Our analysis shows that loyalty programmes have significant positive impacts on a brand's relationship with its customers. When consumers are a member of a brand's loyalty programme they spend more, recommend more, feel more emotionally connected and are more loyal to the brand.

Of course data helps brands to understand loyalty programmes, exploring areas such as what brand and business objectives loyalty programmes can impact, which consumers to target and how to engage them, and what those consumers want and are interested in. Using data effectively can also help brands in other areas, enabling them to understand what types of rewards their customers want, which brand partners to work with, what types of mechanics will work —as well as how and where to communicate with those audiences for maximum impact.

**This is just a snapshot from new detailed research from YouGov. For the full article just get in touch and we'll email it over.**



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