

CASE STUDY

SOLUTION IMPLEMENTATION

SurfGold devised a program with the following features:

- Customers were provided premiums when they registered using a unique identifier present on each fresh tape in the cereal box.
- This process allowed SurfGold to gain more information about the customer.
- The various premium opportunities itself led to repurchase and increase in customer sales for POST.

The premium program was implemented in the following manner:

Communicating details of the premium program

The program details were communicated using different media:

- Online advertisements, promotional events and television advertisements.
- The back of the product page was used to inform customers about the program.
- Posters and advertisements strategically placed at distribution outlets such as discount markets and small-to-medium-size supermarkets also served to disseminate the program details.

Registering unique identifiers

- Each fresh tape in the serial box produced by POST had a unique digit.
- This unique digit could be registered on a specially-created Website.
- When customers logged on the website with their unique digits, their purchase was authenticated.
- Customers who registered their unique digits on the website had to provide some additional personal information.
- After registering, customers received a coin for a Premium Application.

THE RESULTS

Through the premium program, POST was able to get an accurate database of its actual customers. Further analysis of the database allowed POST to develop specific marketing and loyalty strategies for different segments.



*SurfGold is Asia's premier Relationship Management consultancy.
We develop, market and implement incentive-based strategies and
technologies to build loyalty and reward long-term relationships.*