

Chill Out in Oz with npower

Mechanic

Chill 'n' Win Game Card

Aim:

To promote new utility supplier 'npower' and to build a target database.



Solution:

During an 8 week campaign bill payers were visited at their homes by a Field Sales Force who highlighted the advantages of signing up with 'npower' and handed them an instant win "Chill out in Oz" game card, as a way of breaking the ice.

The card revealed hidden Win/Lose messages when placed in the householder's fridge. There were loads of cool prizes to win and every card won something.

To claim their prize, each customer had to phone an 'npower' number and give their name, address, phone number and household details – everything 'npower' needed to create a target database for the telesales teams to follow-up.

Comments:

npower is a multi-utility provider. They had no target database information to direct sales calls. Purchase databases were full of many unsuitable subjects which would waste time and money. So npower wanted to create their own.

To call door to door, but not to sell, only to give a free prize winning card and quickly explain what they could win was a highly effective way to find the data information they needed. Quick and low cost, resulting in 100% accurate target database.

