



## Boosting Retail Channel Sales with Red Hot Rewards



### OVERVIEW

RedBalloon was commissioned by Telstra Consumer and Country Wide's Retail division to develop and deliver an exciting incentive program to drive sales and engage staff with its 800 strong Telecommunication Channel Partners across Australia.

Jacinta Worland, Telstra National Dealer Manager, Consumer & Country Wide explains, "We were looking for an engaging and effective program that could provide transparent and measurable results. We have used many different incentives in the past and we really wanted to work with a new, exciting and fun team to ensure this enthusiasm was passed on to our participants and to provide them with experiences that were truly memorable."

One of Telstra's challenges was to accurately track and measure sales at an individual level, thereby only rewarding on a store's group performance. The RedBalloon platform enabled Telstra to reward at an individual level to greater effect on results.

***"We've had a dramatic sales uplift!"***

Jacinta Worland, National Dealer Manager,  
Consumer and Country Wide, Telstra

### SHORT TERM INCENTIVES

RedBalloon created and themed Telstra's 'Red Hot Rewards' program and launched in early 2010 with a six week "Ultimate Post Paid" sprint. The program was hosted by RedBalloon's Online Points Platform. For each New Consumer Post Paid Activation (contractual mobile phone sale), the local retail staff member could earn 20 points (1 point = \$1) to put towards their choice of RedBalloon's 2,000+ experiences across Australia.

Prior to the launch of the program, participants were directed to the Red Hot Rewards program site to register – and received 10 points as an incentive to play. There were qualifying thresholds in place to ensure participants could use their points. Participants had to make two sales to qualify and on their third sale they would have earned a total of 50 points and now be able to use their points.

The incentive was completely self funding and for the participants a very enticing reward as it was totally uncapped, so the more sales they made, the more points they could earn.

For the participants, registering their sales was easy. All they had to do was log onto the website and enter the mobile number, or they could send it via SMS. Points were then allocated once the sale was verified by Telstra on a fortnightly basis.

To keep it fresh several different themed campaigns were run over 6-8 week periods with different awards focused on specific targets and new marketing and communications.

## COMMUNICATION STRATEGY

Verity Nolan, RedBalloon Account Director says "Telstra's retail stores and partner channel are exposed to a wide range of sales incentives throughout the year so we really wanted this one to stand out. RedBalloon experiences are perfect for this, but we needed to ensure the communications really reached and engaged each individual in store to get them excited and talking about the program."

RedBalloon leveraged Telstra's RetailLIVE intranet site with regular banner ads as well as Telstra's local retail staff store visits to promote the program. As well as this, RedBalloon delivered:

- ✓ Program Posters delivered to all stores
- ✓ A5 Postcards sent to all participants
- ✓ Fun giveaways like branded Pens & Frisbees
- ✓ The Play To Win theme launched with branded playing cards
- ✓ Regular emails to explain the rules of the game, point allocations and to remind people to keep playing

Jacinta says "RedBalloon take a collaborative approach and have been very supportive. From the initial campaign strategy through to creative, they have been first class with some very quick turnarounds."

## THE RESULTS

In the first 6 week sprint, Telstra achieved an **uplift in New Post Paid Activations**, compared to the 6 week period prior.

Jacinta says "We were overwhelmed with the response with our participation targets exceeded and we have seen a greater level of engagement and fun being had by participants."

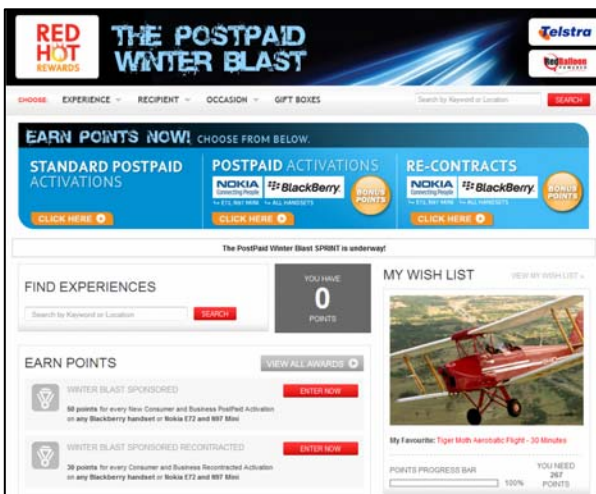
The success of the Telstra Red Hot Rewards incentive has provided a platform in which to run numerous incentives over short time periods each with a different sales focus and message. This enables the participants to constantly build their points balance for use on their own dream experiences.

"We have even been able to run sponsored promotions from our partners like Nokia and Blackberry who wish to promote their services to our Partner Channel" said Jacinta.

***"We have been delighted with the results. Participation has been excellent and the platform has provided the flexibility to really drive sales, encourage training and constantly communicate and motivate our participants."***

Jacinta Worland, National Dealer Manager, Consumer & Country Wide, Telstra

Posters – Below is a variety of themed posters for each of the four incentive sprints



The Program Website - All branded with Telstra creative & included the Leaderboard feature to help motivate peers within the same sales channel.

