

# iiNet - 12 Months of Movies



## CLIENT:



## OVERVIEW:

Customers who add services to their existing iiNet broadband service will receive a movie ticket every month for a year.

## SOLUTION:

12 months worth of movies! Cinema movie tickets delivered electronically every month.

## BENEFITS:

- Monthly reminder of the value of being an iiNet customer = customer loyalty
- Electronic delivery consistent with online service provider
- Low cost, high value

