

# Telstra - Movie Offer



## CLIENT:



## OVERVIEW:

Sign on to selected HTC Mozart contracts with Telstra and receive a movie ticket every week for a year.

## SOLUTION:

Provide a model that gives customers access to movies every week, using redemption based pricing to maximise campaign budget.

## BENEFITS:

- Very high perceived RRP
- Broad appeal
- Electronic delivery – no reward budget spent on unnecessary fulfillment
- Ongoing reminder of value = reduced churn
- National acceptance – 90% of all cinemas Australia wide

