

**WE
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OR
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COUNTRY: CHINA
BRAND: BANK OF
COMMUNICATIONS
CREDIT CARD
2009

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 BRAND: BANK OF COMMUNICATIONS
 CREDIT CARD
 PRODUCT TYPE/ DESCRIPTION: CREDIT CARD
 CAMPAIGN TITLE: SMART SPENDER



MARKETING CHALLENGE AND OBJECTIVES

Bank of Communications created a promotional campaign to stimulate card spending on weekends, whereby if card holders used their card on weekends, they were rewarded with up to a 100 X reward points. The customers with the highest scores then stood a chance to win weekly attractive prizes and the monthly big prize - which was a chance to turn the promotion's reward points into real reward points. The technicalities of the promotion however, were a little complicated to understand. The objective of the campaign site was:

- To clearly explain the campaign mechanism. Page per visits is 20% higher than avg.
- To share the workload of the call center. Client expects 30% of users can register in online platform and registration number can exceed 20K.

TARGET MARKETS

All Bank of Communications credit card users.

They live in 1st or 2nd tier cities, working from Monday to Friday, and spend weekends out socializing with friends and family.

They are loyal to the Bank of Communications and pay attention to credit card promotions. They are happy to have discounts, or points rewards, but expect it to be a simple process & won't put in much effort to gain these rewards.

They usually spend a lot of time online looking through information, playing games, watching interesting videos/movies, and sharing sites with friends.

STRATEGY

The strategy was to create an easy way for users to understand the reward points system and for them to register though an interesting online game called: Defeat Miss Jin.

The character we created, Miss Jin, had a variety of emotional reactions that changed as the card member moved through the 6 stage challenge to earn a 100 X reward points. Through the 6 stages, card members would develop a very clear idea about the how to earn a 100X reward points and how to register and participate in the real game. The registration was then easy to finish.

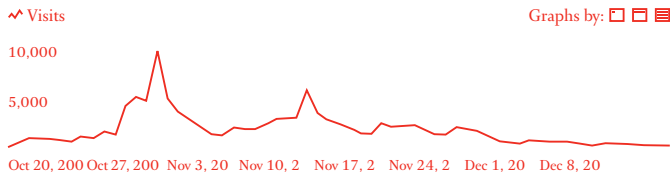


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CAMPAIGN RESULTS AND MEASUREMENTS

The campaign has delivered outstanding results



Site Usage

111,367 Visits	14.29% Bounce Rate
955,523 Pageviews	00:03:53 Avg. Time on Site
8.58 Pages/Visit	54.52% % New Visits

- 8.58 pages/visit. 171% Higher than KPI. (BOCOMM AVG. = 4.11; Campaign KPI = 5)
- 30,093 valid registrations, which is an increase of 150%*, and take around 50% of the whole registrations. Comparable to call center registration.

*Compare to their usual registration for credit card promotion, which is about 20,000/campaign)