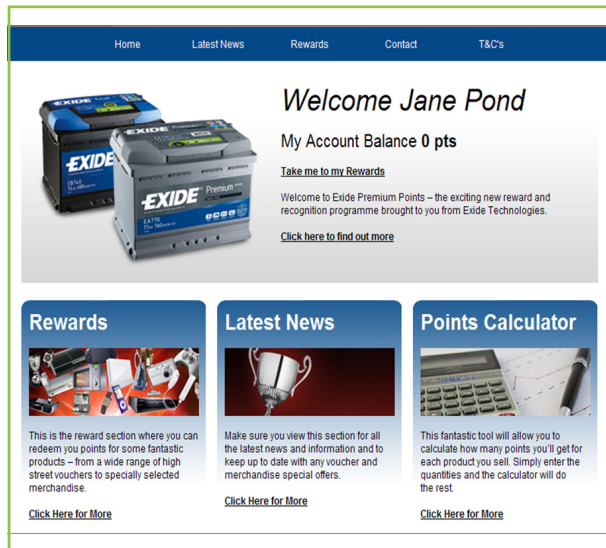


# Exide - Premium Points



## Audience

Included all 70 of Exide's UK dealerships. The programme was aimed at branch managers, professional buyers, dealers and distributors who stock and resell Exide batteries.

## The Objective

The aim was to encourage the up-sell of Exide's 'Premium' battery type and increase the sales of their 'Premium' and 'Excel' battery models.

The programme needed to create a central communication portal which rewarded dealerships with a combination of merchandise and gift vouchers and centralised around their long standing values.

## The Programme

Before launch, interest was generated via pre-launch communications, merchandise and a high quality launch brochure.



The programme began with a 'fast start' tactical promotion, linked with the World Cup. The best orders being entered into a prize draw to win exclusive World Cup prizes.

Once launched individuals were given their own secure RewardBanking accounts where all their points from sales of qualifying products were immediately loaded.

To optimise potential earnings and sales opportunities a special calculator was included on the site, helping participants work out how many points they could potentially earn.

The site included a latest news section, where company information, product information and PDF versions of the monthly newsletter could be accessed. Fun quizzes were included in the newsletter with the answers only being revealed on the website, in order to encourage active participation.



**“The programme is such a success because of the good quality products incorporated with highly valued rewards”**

Programme participant, Exide