

O2 Priority Moments

MMA CASE STUDY

Campaign Summary

To reward their consumers in new, engaging ways, O2, the leading provider of mobile services throughout the U.K., launched Priority Moment. Accessed through mobile phones, the location-based loyalty program provides customers with unique experiences and exclusive, targeted offers that deliver everyday value from brands that O2 consumers love.

Strategy and Execution

O2 set out to challenge the stale daily deals and discount category by offering new, amazing experiences along with offers that were 30 percent better than the market, from brands that normally didn't discount. Armed with consumer insights and research, O2 identified moments in their relationship with consumers when a consumer's attitude toward O2 shifted and the risk of churn increased. A tiered reward structure identified:

- Extraordinary Moments
- Extraordinary Offers
- Thank-You
- Extraordinary Partners



PRIORITY moments

Priority Moments is a location-based loyalty programme launched in July 2011. Priority Moments provides O2 customers with totally unique experiences and exclusive targeted offers that deliver outstanding everyday value from brands that O2 customers love via their mobile phones (app, mobile web, online and MMS/SMS). These can be redeemed in-store and online.

① GETTING AHEAD OF THE MARKET

② EXTRAORDINARY PARTNERS AND OFFERS

③ TARGETED COMMUNICATIONS

④ ENHANCED CUSTOMER JOURNEY

⑤ SUCCESSSES

REGISTRATIONS ARE 2.6 MILLION WITHIN THE FIRST YEAR AND 50K EVERY WEEK SINCE LAUNCH

EVERY MINUTE OF EVERY DAY 5 O2 CUSTOMERS ARE RECEIVING AN OFFER

CONVERSION RATES AS HIGH AS 95%

AN INCREASE IN PARTNER ATV OF UP TO 40%

Over 1 billion offers have been viewed so far. 75 offers are viewed every second of every day

Up to 559% uplift of Priority Moments when offers are promoted via mobile messaging

Customers are saving up to £840 a year

Our Christmas campaign drove £10 million in spend for our key partners

“Priority moments has been great for YO! Sushi. We can send offers to the right customers, on the right platform at the right time.”

Mark McCulloch
Head of Marketing, YO! Sushi

“warm thank you. From us to you.”

Lunch is on us

Up to 559% uplift of Priority Moments when offers are promoted via mobile messaging

Extraordinary Moments: Unique, unmissable experiences and rewards that couldn't be found anywhere else, delivered to thousands of O2 consumers:

- Limited-edition Harvey Nichols bag
- Free pair of Union Jack flip-flops from BHS to celebrate the Jubilee
- An upgrade on the Heathrow Express, airport lounge pass, and champagne welcome
- Free lunch at Upper Crust

Extraordinary Offers: Exclusive offers providing O2 customers with terrific values in tough times:

- 20 percent off at Toni & Guy hair salons, marking the first national discount in the company's 40-year history
- BYGO shoes at Office
- 40 percent off movie tickets at Odeon
- £1 for a pizza and unlimited salad at Pizza Hut

Thank-Yous: Targeted rewards based on segment, spend, and tenure to thank O2 customers for their loyalty:

- Coffee at Café Nero
- £5–£20 mobile gift card to spend at Debenhams

Extraordinary Partners: Top innovative U.K. brands that O2 customers love. To win them over, a 12-month actionable plan was created:

- Tiered investment and media packages with guaranteed outcomes
- Measurable and defined benefits from their investment, with in-depth tracking, analysis of who is responding and redeeming, and, most importantly, sales tracking
- A totally flexible and controllable management platform with daily reporting
- A closed-loop evaluation system to track the success of each offer

Results

O2 Priority Moments is now the U.K.'s fastest growing loyalty program.

- O2 saved over £8 million during the first year by bartering with partners to provide investment in media exposure with the rewards and offers
- 2.6 million registrations in the first year, with 50,000 more each week since launch
- Over 1 billion offers viewed, averaging 75 offers per second
- More than 4.5 million rewards and offers have been accepted
- 62,000 social network shares since launch
- Customer Service Index scores are 16 percent higher, and churn has also been reduced for Priority Moments active users
- Customers are saving up to £840 per year (68 percent higher than VoucherCloud)
- Conversion rates as high as 95 percent
- Increase in average basket spends up to 40 percent

Source

“O2 Priority Moments.” 2012 MMA Smarties Gold Global Winner Relationship Building/CRM. Brand: O2. Lead Agency: Cherry London.