

ADMA case study – BOQ / Junior
PreSort Direct Mail talks to staff and customers



How we helped BOQ take on the big four

Advertiser:

Bank of Queensland (BOQ)

Agency:

Junior

Industry:

Banking

Campaign purpose:

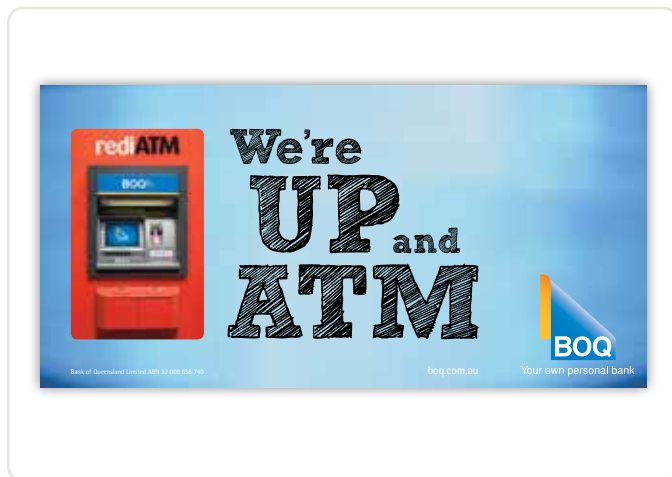
Product launch

Media used:

PreSort Direct Mail

November 2012

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Background

Bank of Queensland (BOQ) has an impressive 137-year heritage. However, because it is not one of the “big four” banks, it sometimes suffers from a presumption that it might have less to offer. Consumer research indicated that the two key triggers for switching accounts were easy access to your money and no monthly account-keeping fees.

On 1 September 2010, BOQ did a deal with RediATM that gave it a 3,500 strong ATM network – one of Australia’s largest. This was exactly the kind of proof point that would delight the bank’s existing customers and attract new customers.

Objectives

BOQ wanted to broadcast the message about its large ATM network to customers and staff, emphasising what a valuable customer-service addition it was.

“Our big challenge was to encourage 420,000 customers and 260 BOQ branches to change the way they think about and use ATMs in the space of literally weeks,” says Jacinta Crabtree, Marketing Manager – Brand & Partnerships at BOQ.

Strategy

Advertising agency Junior created a “We’re UP and ATM” campaign and endorsed the use of direct mail to spread the word. This channel is a tried-and-tested method of communicating important business news.

Russ Vine, managing director at Junior, believes that direct mail talks to people in a way that neither broadcast above-the-line media nor less-personal online communication channels could match.

He says the approach was to send out a targeted communication to as many people as they could reach, to let them know that BOQ now had more ATMs than they could imagine.

Solution

BOQ mailed out a launch pack to 260 BOQ bank branches, using Australia Post’s information management business, Decipha. Included in the launch pack were a staff badge, flyer, counter card, decal and launch communications explaining the new ATM network to staff. They were encouraged to tell customers about it through a staff competition, with a few iPads on offer as the prizes.



BOQ’s 420,000 existing customers received a direct-mail piece with a letter and a handy detachable RediATM finder, to help them take advantage of the new service.

Results

The “We’re UP and ATM” direct-marketing initiative yielded significant internal and external behavioural change in the 12 months after launch.

Internally, 88 per cent of BOQ staff “wanted to tell customers about RediATM access” and 96 per cent thought the deal with RediATM was good for them and BOQ’s customers. There were more than 1,000 entries in the “win an iPad” incentive.

Customers also engaged with the “We’re UP and ATM” campaign. Online, “locate us” ATM searches increased by 143 per cent and mobile app downloads rose by 67 per cent in the first month of the campaign, compared to the previous monthly average. There was also an immediate 13.1 per cent reduction in direct charges for other bank ATMs paid by BOQ customers, well above the 5 per cent target.

Usage of RediATMs for the same period increased 30.2 per cent and usage of the “big four” bank ATMs (with fees) dropped 5.8 per cent. There was a significant improvement in perception of ATM access – up 14.2 per cent for BOQ customers and up 7.3 per cent for the market.

The true measure of success was that the “We’re UP and ATM” campaign helped BOQ customers save \$1.45 million in ATM fees in 12 months.

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This campaign was delivered using Australia Post’s PreSort Direct Mail service.

For more information, visit auspost.com.au, call 13 11 18 or speak to your Client Sales Executive.

This customer story is based on information provided by Junior and illustrates how one organisation has used Australia Post’s PreSort Direct Mail service. Many factors contributed to the results and benefits described. Australia Post does not guarantee comparable results elsewhere.