

TELUS Rewards

Direct mail gets consumers amped about bundling home services



A fun, creative approach to spreading the word about a loyalty program helps TELUS achieve a significant increase in lift.

Background

At first glance, it looked like a simple postcard-sized folder, with a purple design and the promise of “instructions” inside. Once they opened it, however, consumers suddenly found themselves folding a message from TELUS into a functional cardboard speaker to accessorize their smartphones and play their favourite songs.

This was direct mail that literally “cranked it to 11” — similar to the way TELUS Rewards lets members amplify the benefits of bundling their mobility plan with home services.

The power of loyalty

TELUS Rewards is a free loyalty program available to new and existing customers with two or more eligible services.

It awards points for every dollar spent on eligible TELUS Home Services, plus bonus points for things like an anniversary, filling out surveys and more. Those enrolled in the program can choose the rewards they want. The rewards are listed in an online catalogue and include gift cards, TELUS bill credits, charitable donations, On Demand movie credits, the latest tech and more.

Just like great music deserves the biggest possible audience, TELUS needed to stand out in a competitive landscape and make their current mobility customers aware of the opportunity to join TELUS Rewards and get recognized for their loyalty. Personalized Mail™ from Canada Post provided the perfect stage to help get the message out in a fun and creative way that reflected the spirit of the TELUS brand.



Case study

Inside 'Rewards That Rock'

Anyone who has ever watched a TELUS TV commercial or attended a local TELUS event knows how integral music is in telling the brand's stories.

The unique tactile experience of turning direct mail into a speaker not only reflected the musical history of TELUS, but aligned with a larger multi-channel "Rewards That Rock" bundle campaign that was developed with its agency, The Greenhouse.

Other elements of the campaign included a partnership with the TELUS Future Friendly Foundation and the Sarah McLachlan School of Music that supported organizations that use music to help youth overcome adversity, and promotions that paired iconic tracks with charming critters.

TELUS also ensured that the direct mail piece reinforced its ongoing commitment to environmental stewardship, given that it was made of 50% previously recycled material and was completely recyclable after use.

Proof that direct mail gets fans warmed up for more

Despite mailing during December, when consumers are often receiving higher volumes of promotions and holiday flyers, the direct mail achieved a 13% lift in customers bundling home services with their mobility plan.

More importantly, however, the foldable speaker functioned as the ideal 'opening' act to other campaign activities that followed, such as an e-mail message. For instance, the direct mail paired with follow-up emails produced a 30% lift compared to a control group that had been sent e-mail on its own.

In other words, this campaign is proof that when direct mail is used effectively, customers will be ready for an encore.

To learn more about how we can help you enhance personalized communications with your customers, contact your Canada Post sales rep, or call us at **1-866-282-8053**.

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"Direct mail was used as one part of an integrated marketing strategy, giving us the opportunity to connect with customers using different mediums while reinforcing why they should choose TELUS. It allowed us to reach our customer, capture their attention and leave them with something memorable they could continue to enjoy while keeping TELUS top of mind."

Andy Balsler

Vice-president, Home Solution Marketing, TELUS



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