

MAIL ENGAGED

SKY'S

CURRENT CUSTOMERS

TO PROMOTE

THE BRAND TO

NEW CUSTOMERS

sky



Royal Mail

MarketReach

BACKGROUND

Sky knew the power referrals had in driving sales. Humans love to share; they love to be in the know and a referral comes from sharing something you love.

Their belief was that if a customer had benefitted from a good offer and experience through someone they knew and trusted (a friend or family member) they were more likely to want to spread that further so that others felt the same.



SOLUTION

Sky developed a working hypothesis: those customers who had joined through the referral programme were familiar with the offer and knew the process. This experience would make them advocates of Sky, its content and the referral programme itself, making them more likely to refer Sky to others. Sky were confident that the behavioural and emotional factors were strong, so they wanted to explore how current customers could be engaged to help drive referrals.

Sky targeted those customers who had joined Sky via the Staff Friends and Family referral programme within the last 12 months – so referral would be front of mind. The strategy mirrored the same offer – one that was only available through this channel. This enabled customers to have something that was exclusive and designed to be shared – increasing their social status and currency.

To ensure that the ‘what’s in it for me?’ question was answered, referrers were rewarded with the chance to win an iPad mini.

The creative look and feel mirrored what the customer had received during their referral experience – which was built around animated movies and programmes on Sky. Monster University characters were chosen to give humour and warmth to the mailing. The need to generate the emotional hook – that they themselves had benefitted from a referral offer – was addressed very early on in the pack in a simple and direct manner.

To position the offer in interesting and memorable ways, movies were used to highlight the strength of the offer and how that would make their friends feel and the iPad mini prize was used to showcase more of Sky’s amazing content to great effect.

Finally, tear off vouchers attached to the mailing provided a neat mechanic that communicated all the necessary information – making it easy to refer a friend.



RESULTS

The cost per acquisition was the lowest seen from any Referrals communications piece and total sales reached a Referrals record level.

“Friends & Family Exclusives” Mirror Mailing Campaign

DM

