

# QANTAS REWARDS MAGALOGUES

Australia's premier airline, Qantas, run a successful loyalty scheme - Qantas Frequent Flyer, which rewards members with Qantas Points that they can exchange for products and services at a number of outlets, including the Qantas Store. With over 8,000 products across 12 categories, the store is a valuable destination for customers in the Frequent Flyer programme and Qantas wanted to attract more active and dormant members to take advantage of the program.

## OBJECTIVE

Qantas wanted to effectively connect with members of their Frequent Flyer programme to encourage them to use and earn points with all programme partners. While there were no specific demographic requirements, the content needed to engage all audiences and achieve the following:

- Speak to active members to reinforce the value and range of products and services across all Qantas Frequent Flyer partners.
- Re-engage dormant members to encourage them to become active in the scheme.
- Produce content that would drive interest in specific product ranges, such as technology, homewares and toys.

## METHOD

Qantas Loyalty wanted to shift from offer-led to inspiration-led content to help them deliver YOY increases in activity for two key campaigns: Christmas (Nov-Dec 2018) and Homewares (Apr 2019). They did this by producing a range of multi-channel content that featured two 'magalogues' - a combination of hero product shots and inspirational editorial.

## RESULTS

Both campaigns delivered huge increases in customer purchasing using Qantas Loyalty points. The Christmas publication delivered a 114% increase in activity among loyal segments and a 45% increase in dormants. This led to a 249% increase in online mall activity among loyal members, and a 13% increase in reactivated dormants.

Meanwhile, the Homewares campaign experienced major growth across appliances (135%), homewares (129%) and technology (46%), with an overall store growth of 15%. Individual suppliers were even more successful, with Bosch Appliances seeing an uplift of 500%, Noritake 800%, and Fischer and Paykel an amazing 1,000%.

## CONCLUSION

Taken as a whole, the two campaigns went far beyond client expectation, helping them to shift from offer-driven messaging to rich, engaging content that connected to the target audience and drove retail sales higher than expected. As a result of this success, the Qantas creative team at Medium Rare is developing an 'always-on' magalogue approach for Qantas Loyalty for 2020. "We're extremely proud of the work we've done together and the uplift in sales this has generated," said Jo Boundy Executive Manager of Qantas Loyalty Marketing.



THE CAMPAIGN  
LED TO A  
**249%**  
INCREASE IN ONLINE  
ACTIVITY.