



# Canadian Tire Gift Cards Program

## CASE STUDY

### The Client

Where to go to get camping supplies, a new microwave, windshield wipers or a garden hose? Most Canadians would immediately think of one place, Canadian Tire.



Canada's most shopped retailer, and home of the iconic "Canadian Tire Money" customer loyalty rewards program, it is estimated that 60% of Canadians shop at Canadian Tire on a monthly basis, and nearly 80% have been in one of the 455 stores in the last 6 months. This Canadian institution also boasts the most widely read flyer and catalogue in the country, offering the products and services of three specialty stores under one roof: Automotive, Sports and Leisure and Home products.

### The Case

Canadian Tire Gift Cards were currently being marketed as "an excellent incentive gift for all business occasions", available in denominations of \$10, \$25, \$50 and \$100. Working just like cash employees could redeem the Gift Card at any of the Canadian Tire stores, Canadian Tire service centers, and gas bars. With an expiry date of 24 months from first use, cardholders would have plenty of time to choose something from the more than 90,000 items offered.

### The Challenge

Build awareness of the Canadian Tire Gift Card program and generate corporate sales.

### The Signature Solution / Strategy

The strategy was to get the attention of busy Presidents, Business Owners and HR Mangers across the country in a unique and



creative way and motivate them to sign-up for more information on the Gift Card Program and place orders.

After purchasing high quality direct mail lists we created a pizza box to cut through the clutter and play on the theme of the “same old same old” tradition of rewarding employees with “ho hum” pizza lunches (not to mention loads of unhealthy simple carbohydrates!)



A red reveal card inside the pizza box invited executives to a website where they could:

- Place orders for the Gift Cards.
- Registering to win a \$5000 grand prize office party.
- Win instant prizes.

## The Payoff

“Pandora’s box” theory means that people got the box and had to open it, and open they did! With an astounding 10% response rate this campaign was a huge success. The program paid for itself within 45 days and increased their existing database by over 1000% with a wealth of qualified leads.