

CASE STUDY: 'ASIA MILES SWEEPSTAKE'

CLIENT: CATHAY PACIFIC / ASIA MILES

Type of work: **Online Games**

Business objective: **Increased Redemption of Asia Miles**

Client location: **Hong Kong**

Audience: **National**

Language: **English**



The Web Guru Factor

Entrants redeemed an average of 3,000 or more Asia Miles each when taking part in the campaign.

The Challenge

The Asia Miles Sweepstake was a promotion run in 2004 by Asia Miles. Members were able to redeem their Asia Miles for chances to win a grand prize of a million Asia Miles. For each 1,000 Asia Miles they redeemed, members got one chance to win.

As part of this promotion, Asia Miles commissioned Web Guru Asia to develop an online game that would give members the opportunity to earn more chances to win.

The Solution

To tie in with the Euro 2004 and to quickly leverage off the football buzz that was sweeping Hong Kong, Web Guru Asia developed a football-themed game. This game included strong Asia Miles branding, but did so in way that was in keeping with the football theme.

To play the game, members redeemed 3,000 - 5,000 Asia Miles. If they successfully scored a goal against the Asia Miles goalkeeper, they doubled their chances to win in the Asia Miles Sweepstake.

The game was accessible from the Asia Miles website and e-newsletter.

The Results

Over 5,000 Asia Miles members played the game, with most redeeming 3,000 Asia Miles or more to try and earn extra chances to win.

This fulfilled the client's goal of having as many members as possible interact with the Asia Miles brand, and redeem Asia Miles while they were doing so.