



XLERPLATE® Backing the Aussie Spirit

DM Piece	Premium	
	Flag and lyric card	
	Binoculars	
	Stopwatch	
	Stadium Cushion	
	Sports Bag/seat	

Challenge:

- To maintain share and loyalty, and capture growth in a market where BlueScope Steel is facing an increasing threat from imported steel as new international steel producers develop capacity and access global markets

Solution:

- 'Backing the Aussie Spirit' DM campaign consisted of 5 phases each reinforcing a key benefit of the XLERPLATE® brand
- Each of the 5 phases included the delivery of a promotional gift to each participant to bolster continued participation in the campaign. Each of the gifts was relevant to the sporting theme of that phase.
- The overall campaign had 3 major prizes but entrants were only those who participated in all 5 phases of the campaign

Results:

- 56% participation rate in the campaign
- 52% chose to 'always promote' XLERPLATE® to their customers after the campaign

For further details on this campaign please contact Virginia Marsh on (02) 9925 5241