corporate innovations

engaging with…consumers, employees and partners

Category Number:	15
Category Name:	Best Channel Marketing Initiative
Programme/initiative name:	National Lottery Retailer Rewards+ Programme
Agency:	Corporate Innovations
Brand:	National Lottery
Brand Owner:	Camelot
Client:	Camelot

FINALIST 2013 B2B AWARDS

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Summary

To support Camelot's strategy of growing sales; research was completed over a 12 month period which demonstrated the importance of improving in store compliance and loyalty from their retailers whilst also broadening their offering in retail outlets. The research also demonstrated that increasing compliance drives sales consistently and develops loyalty. The solution had to provide a way to reward a change in behaviour by retailers via a secure mechanic with training and regular B2B comms a key part to the solution.

Corporate Innovations (CI) created a rewards program that incorporated a bespoke branded Mastercard® as the vehicle to reward retailers and a digital platform that provided retailers with point of sale changes, 'How To' videos and incentives as well as ways to improve their stores compliance, engage more consumers and earn rewards.

37,000 retailers are now included in the rewards scheme. Since its inception in 2011 the program has driven compliance across the estate from 3/10 to 8/10. This has been a pivotal part of Camelot achieving its strategic objective one year ahead of plan.

The ROI figures provided by Camelot (May 2013) show this to be 75-1.

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About the Client Company

Camelot is the licensed operator of the UK National Lottery for an extended third Licence term until 2023.
In its 18 years Camelot has provided over £30billion to good causes and £40billion in prize funds.



Camelot has delivered one of the world's most successful lotteries by:

- *putting their players first*
- *achieving an unparalleled track record in innovation and long-term, responsible growth*

Camelot runs the most cost-effective lottery in Europe, with only 4% of total revenue spent on operating costs. At 40% of total sales:

- *28% to the Good Causes*
- *12% in Lottery Duty to the Government*

It returns a higher proportion of lottery revenue back to society in percentage terms, than any other major operator in the world.

Wider Company Strategy

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Objectives of the campaign

- *To increase engagement with existing internal rewards program*
- *Improve communication of the internal rewards programme & strengthen brand identity*
- *To reach & motivate all retailers*
- *To raise 'Site+Stock+Sell' average compliance score from 3/10 to 7/10 inside 3 years*
- *To educate retailers on how to improve compliance and in return reward them for achieving improvement*
- *To create a platform that would engage retailers and enable them to see the latest planograms and products*
- *Build a sense of excitement for achieving best practice*

The Target Audience

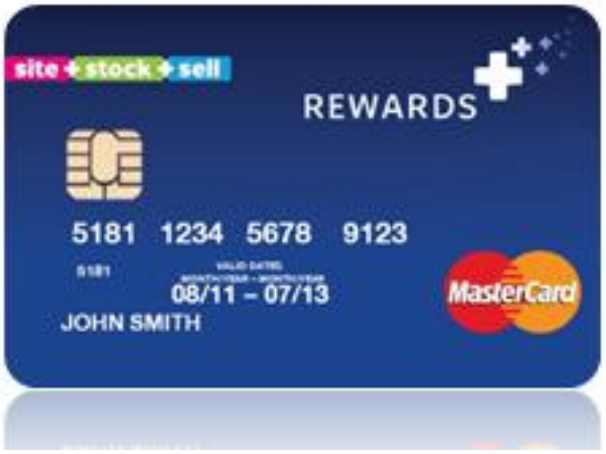
The rewards program designed to appeal to National Lottery retailers. There were two main challenges:

1) *Find a retailer reward mechanism that will reward in a way that motivates the retailer and the consumer*
2) *Initially engage and retain retailers that were previously turned off by their existing rewards program*

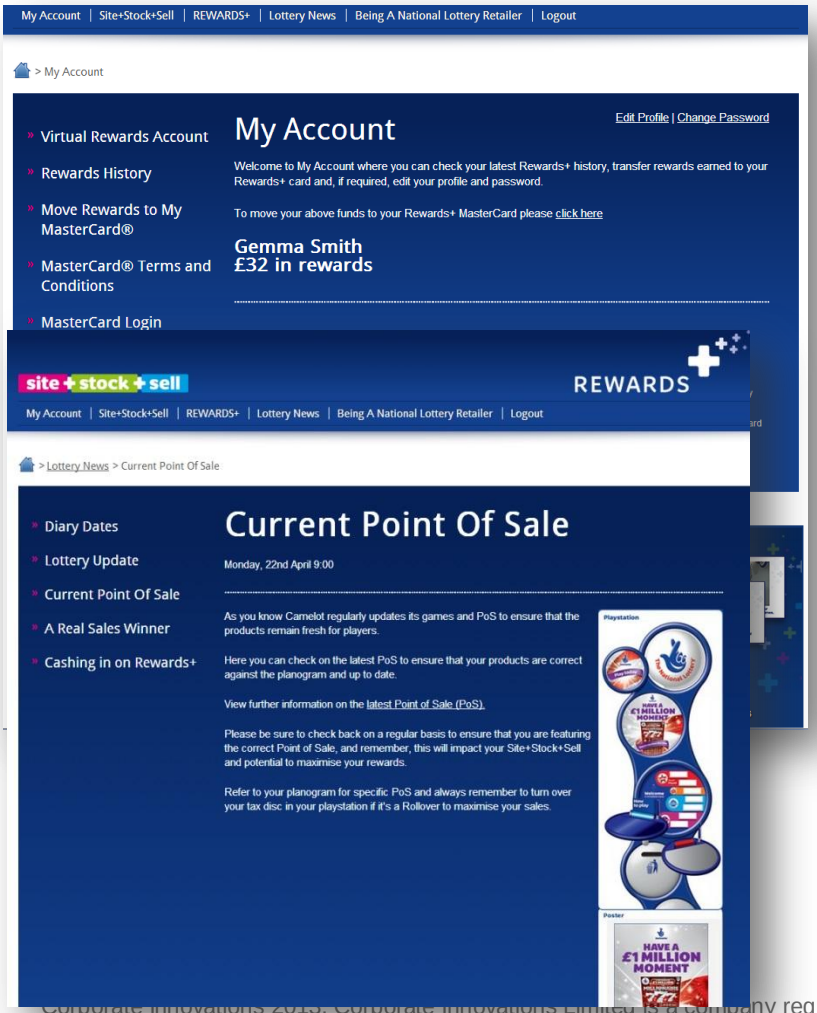
The Campaign

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*After initial research retailers reported that a **'cash' reward** was **top** of their **motivational chart** to encourage/ adhere to compliance criteria (the previous system utilised Bonus Bonds). The branded prepaid MasterCard®; bespoke to individual retailers provided total flexibility giving them access to redeem their reward funds in anyone of the 33,000,000 outlets worldwide who accept MasterCard®.*



The compliance criteria were designed to deliver maximum retailer engagement. The mechanic was 'Site+Stock+Sell' with a benchmarking process was scored out of 10. Each retailer would receive a score from their Regional Sales Trainer during 6-8 weekly visits.



New content and functionality has been consistently introduced to keep the portal fresh and engaging; 'How To' videos, new Call To Action boxes, Olympics incentive updates and Winner's Blogs.



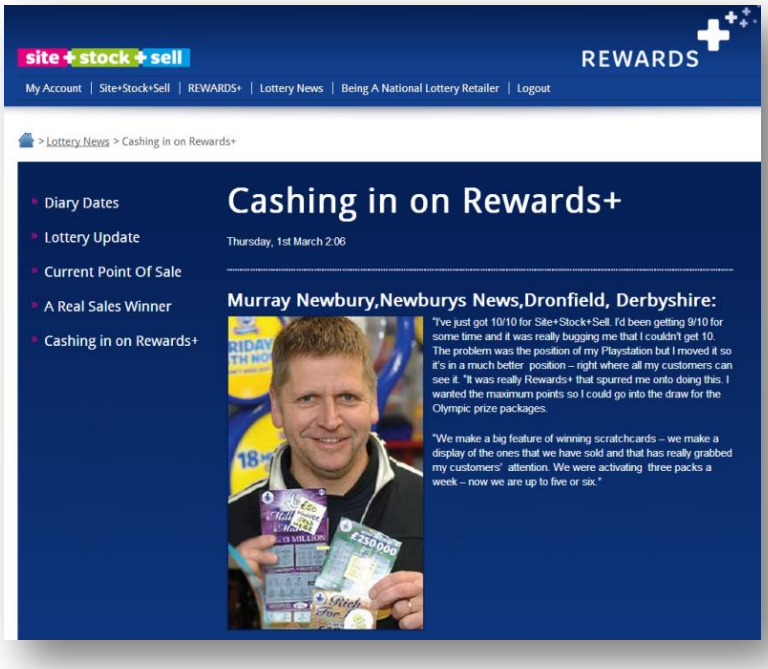
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CI created a bespoke engagement portal (Rewards+) in conjunction with Mastercard®. The portal focused on providing information for retailers to improve their compliance. Each retailer has a secure log-in which accesses their own rewards history allowing transfer of points onto their Rewards+ MasterCard® as cash to spend in outlets worldwide.

To keep retailers engaged and enthused Camelot have injected excitement into the programme through:

1) *a competition for retailers with 10/10 compliance scores where they were entered into a prize draw to win VIP packages the 2012 Olympics*
2) *a quarterly raffle for retailers scoring 10*
3) *an annual raffle for quarterly winners*

Monthly meetings are held with Field Sales Reps to ensure Rewards+ continues to improve and engage with retailers.



CI are responsible for the on-going management and delivery of the programme; including a populating the website on a daily basis and a fully trained customer services operation deployed five days a week to answer any retailer queries.

Timescales of the campaign

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Budget

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Results

Objectives Achieved

More details were provided to judges in the original submission but are commercially sensitive and therefore confidential:

- *The average initial compliance score was 3/10 and now sits at 8/10*
- *Weekly unique website visitors are monitored and averages 750 retailers per week*

ROI

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Testimonials

Dave Evans, Retail Divisional Manager, Camelot *"The Rewards+ programme really engaged retailers. The key benefit is that in-store standards have increased significantly to an average of 8/10 from 3.5/10 before the programme began, contributing to the excellent sales performance we've seen over the same period."*

Alan Waterson, J Walsh *"We get 10/10 on Site+Stock+Sell because we're 100% committed to The National Lottery. We believe in it, so we really get behind it."*

Resham Sunnar, Sunnar News *"Following the Site+Stock+Sell guidelines is good for business as it makes sure you are getting everything right. The Rewards+ scheme is good as an incentive too."*

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