

CASE STUDY: INNOVATION

ANZ play their cards right



Background

The world of hospitality as featured on *My Restaurant Rules* last year illustrated that running a restaurant is not just about enjoying food, but also how to set up and run a small business. Seven Network's national sales director James Warburton says it was therefore a natural brand fit to have ANZ Credit Cards on board.

"It enabled genuine involvement reflecting real life scenarios. Given the intrinsic nature of credit cards in the need to buy items to set up a new business, pay for meals etc, this provided for ongoing and seamless product usage," Warburton said.

Objectives

The brand involvement with the show was designed to:

1. Reinforce "Play Your Cards Right" brand position for ANZ Credit Cards
2. Communicate that ANZ has the largest range of Credit Cards
3. Drive new customer acquisition

"The show provided a platform to introduce and reinforce ANZ Credit Cards' new brand position 'play your cards right'. As a key thread throughout the entire series viewers heard Dicko say '... and if they play their cards right they'll also win \$100,000 from ANZ Credit Cards,'" Warburton said.

This provided continuity of message, reinforcing and complementing ANZ Credit Card's brand TVC.

The Solution

ANZ Credit Cards provided merchant facilities for each of the five contestant teams, as well as business and personal ANZ credit cards and accounts. This enabled each team to operate as an effective small business. Host Ian "Dicko" Dickson and other celebrity "bank" members and customers were also seen paying for meals using a variety of ANZ Credit Cards.

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The Solution (continued)

The large range of credit cards featured in TVC activity was also reinforced with the use of stylised ANZ Credit Cards embedded within the program's opening titles. This provided a showcase for full screen shots of different ANZ Credit Cards on rotation across the course of the series.

Additionally, the program teamed with ANZ Credit Cards to conduct a viewer promotion in which viewers had the chance to win an overseas holiday as well as \$10,000 from ANZ Credit Cards.

Integration

ANZ Credit Card's involvement with My Restaurant Rules also incorporated a comprehensive online execution.

The prominent presence of ANZ Credit Cards on the My Restaurant Rules website helped the critical objective of new customer acquisition. The web was a portal for product information, sign up opportunities and qualified leads, which were vital for ANZ Credit Cards.

While the series was on air more than 6,500 people visited the ANZ website directly from the My Restaurant Rules site and just under 3,000 of these traveled directly from the ANZ Credit Card product information micro site.

Other Results

ADA (Audience Development Australia) was commissioned by Seven to analyse recall of ANZ Credit Cards in Surveys 1 and 3 of the 2005 OzTAM ratings periods, which coincided with the start and end periods of My Restaurant Rules.

In ANZ Credit Cards' key demographic, recall of ANZ Credit Cards amongst My Restaurant Rules viewers was 53% higher than the demographic benchmark.

In Survey 3, people with high involvement in the program registered recall of more than double the benchmark (a 103% increase) with almost two thirds of high involvement viewers recalling ANZ Credit Cards.

Who

Client: ANZ Credit Cards
Network: Seven Network