

Warner Break's find success with first ever viral email campaigns

Matthew Finch, Online Marketing Manager, Warner Breaks said,

"Viral marketing has proved a successful marketing tool with many different age groups, but we were one of the first companies to try it with an older audience. RedEye's level of bespoke personal service, email marketing expertise and technical ability, ensured that our campaigns were a success, and we are already working with them on our next viral campaign."



The Company

Warner Breaks is part of the Bourne Leisure Group which owns Butlins, Haven and British Holiday.

The Issue

Warner Breaks predominantly appeals to the over 50s market, traditionally a difficult market to reach online, however this age group has recently seen a massive increase in internet use.

Warner wanted to raise awareness of its brand, collect email addresses of both current customers and prospects, and collate information on their customers' favourite Warner hotel and preferred time of year to take a break.

The Brief

Warner appointed RedEye, and design agency Sonaa, to implement a viral marketing campaign to raise awareness of its brand and collate information for future marketing campaigns.



Solution

The Perfect Summer Break viral was created as part of the Warner Breaks' Great British Summer Breaks online campaign. The first campaign involved two summer viral emails.

The first offered customers the opportunity to send a summer postcard to a friend. The execution was an interactive flash microsite, where the customer could select a postcard and enter a personal message. As a reward, they were offered a £50 discount off a summer break, along with the recipient of the postcard.

The second summer viral was designed to capture customer preferences for future email marketing. The execution, an interactive flash microsite, offering customers the chance to choose and win their perfect Warner Break, was emailed to the Warner customer database. Customers answered a question about the product, before selecting their perfect break, and were offered the option to increase their chances to win by recommending friends.

The virals were promoted in email newsletters and on the main website. Information gained from the campaigns was used to send customers targeted email promotions relevant to their preferred options.

Result

The viral campaigns played an important part in data collection, enabling Warner to capture customers' details and holiday preferences, as well as the details of the many friends and relatives referred by existing customers.

Over 10,000 existing customers played the game. 75% forwarded the game to friends and relatives, over 8,300 friends and relatives received the forwarded game, and 60% opened the email.