

Best Email Contest Campaign
Gold Consumer
Air Canada – Win My Dream Destination Contest

Brand/Client Side Team:
Mark Sniderman

Vendors/Agencies:
ThinData

MarketingSherpa Summary – Why They Won:

We liked this contest because of the results, which made email and Air Canada the real contest winners. All of their goals were exceeded and that includes increasing subscriber profile data, new and loyal subscribers, awareness, sales and best of all achieving an ROI that was 28% higher than targeted.

From Their Nomination Form:

The “Win My Dream Destination” contest was targeted to webSaver®'s 1.7 million subscribers. These web-savvy subscribers – both English and French – are accustomed to using online travel-related sites and resources. As such, they demand relevance and value from all of their Air Canada-originated emails.

As a result of the contest’s email strategy and email creative developed in concert with ThinData, Air Canada exceeded all of its targets. Specifically, the “Win My Dream Destination” contest:

- o Increased subscriber profile data by 15% – as measured by the number of completed relevant profile fields within the webSaver® subscriber preference centre.
- o Increased the number of new and loyal subscribers – i.e. subscribers who, while they may enroll during the contest campaign, continued their subscription well after the contest was completed.
- o webSaver® subscribers increased by 5%.

At the same time, the contest increased new and loyal subscribers to other Air Canada email properties. Specifically, the contest increased:

- o onAir Air Canada subscribers by 5%
- o Special Offers Air Canada subscribers by 5%.
- o Ensured existing subscriber loyalty – as measured by the “unsubscribe rate” remaining below 1.2%.
- o Created 54% awareness from existing and new Air Canada subscribers during the Summer which is the slowest (i.e. least online activity) time of the year – as measured by the total number of unique contest entrants.