

ADD Thanks a
thousand logo
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Western Union Thanks-A-Thousand Case Study

Prepared and executed
by Tad W Perryman

Based on experience while working outside +IU Brand



Western Union Thanks-A-Thousand | Online Promotion Case Study

Saying Thanks is easy with Western Union Thanks-A-Thousand Promotion

Western Union is traditionally about sending money across town or across the world. For the period surrounding Mother's Day, Father's Day, Weddings, Birthdays, Graduations and many other celebrations in Q2 Western Union wanted to celebrate the reasons with a Thank You.

Challenge Create buzz, conversation and content around the giving theme to drive WU brand awareness.

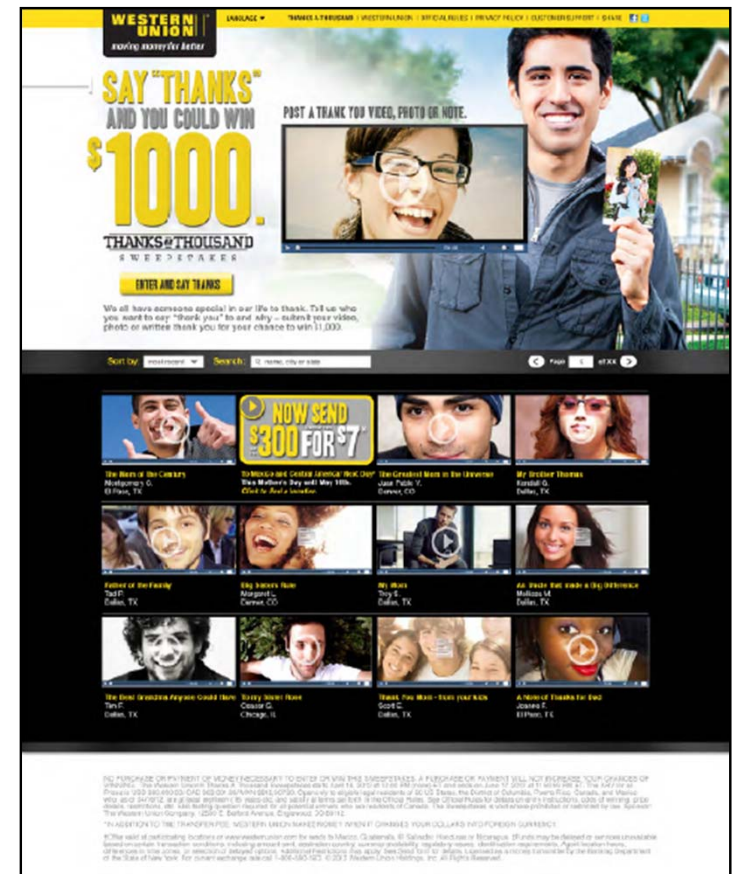
Solution Thanks-A-Thousand (Mil Gracias) Sweepstakes.

A 360 online engagement promotion for consumers to say Thank You to family and friends. Each Thank You as their favorite story, photo or video was their entry. All stories were entered online through a special promotion website and Facebook link. Daily winners were selected for their content to be featured in WU social media while consumers linked their entries across all of their own social portals. Prizes:

- \$1,000 WU Gift cards each day for 63 days

Results

- Awareness and Familiarity Raised 2 to 12.5 points
- Sustained high unaided/aided awareness across all ethnic segments and maintained advantage over competitors as category leader in awareness for money transfer
- Achieved recall of gifting ads among 1 in 3 Hispanics and 1 in 5 Black/AA respondents
- Achieved 17% YOY Transaction increase



This case study was executed by the team while working for another agency.

**It's not just about branding.
It's about relationships.**

