

Client:



Agency: Mindshare

Campaign Objectives:

- To portray Virgin Money as the customer champion.
- To communicate the tangible benefits offered by the Virgin credit card.
- To drive consideration through educating consumers about positive use of credit cards.

Target Audience: ABC1 Adults

Campaign Dates: 24<sup>th</sup> May 2009

Execution:

- We created a 20-page A5 supplement entitled "Giving Your Money More Muscle".
- Content focused on a host of lifestyle and financial benefits available across the Virgin stable to holders of Virgin credit cards, whilst also flagging up its competitive rates.
- 2.3 million supplements were polybagged with The Mail on Sunday.
- A teaser ad, to direct people to the supplement, ran in the main news section of The Mail on Sunday on the day of publication
- A competition ran within the supplement to win a Virgin lifestyle. By answering a simple question about the Virgin credit card, readers earned the chance to win an exclusive Virgin holiday in St Lucia, plus other prizes across the whole Virgin stable.
- To enter the competition, readers had to access a specially designed MailOnline page which also hosted an eZine version of the supplement.
- 3 million co-branded traffic drivers were placed across the AND network.
- 60,000 third party HTML emails were sent out via the MailOnline and TravelMail databases.
- Sponsored TravelMail newsletters were also sent out.



Campaign Results: **The campaign was successful in communicating the key benefits of the Virgin credit card to Mail on Sunday readers...**



- Just over half of readers of The Mail on Sunday on 24<sup>th</sup> May recalled the Virgin Money supplement.
- There was a positive impact on all perceptions and brand images of Virgin Money.
- 6 out of 10 readers of the supplement would consider getting a Virgin credit card.
- Claimed knowledge of the Virgin Money brand has almost doubled as a result of people reading the supplement.
- The advertising triggered direct actions and intent from 50% of those exposed to the campaign.

*These results are the highest to date from all ad effectiveness projects conducted by Mail Newspapers.*

