

# Loyalty Program

Kyocera

## the B R I E F

To develop a long term loyalty program for sales people within Kyocera's reseller channel.

## the O B J E C T I V E S

- Provide an incentive to sell Kyocera laser printers.
- Create a positive response as to channel support.
- Use the program to increase the reseller base.
- Use the program as a vehicle to communicate product information to sales people.
- Provide appealing rewards to program members.
- Provide equal opportunities for small volume and large volume outlets.
- Leverage the corporate presenter "Keyo", the environmentally friendly green tree frog.
- Increase sales!

## the S O L U T I O N

From a reseller database a direct mail campaign offered membership to "KEYO'S KOOL CLUB". The Club offered members cash rewards for all products sold as well as accumulative points to reach predetermined reward levels. At these levels regular sweepstakes offered multiple prizes of Dinners for 2, weekend Getaways and Holidays.

There was a joining up sweepstake prize, to encourage membership.

The clubs activities are supported by a range of collateral items including brochures, tally forms, statements, stationary and is supported with trade advertising.

The membership database management, statement issue, sweepstake draws, reward fulfilment and daily management tasks were all performed in house by Adrenalin.



**Adrenalin**  
...what a great idea