



**CS-1375**  
**Personalised Partner Offer (PPO) Project**

27 SEPT 2021

# Background

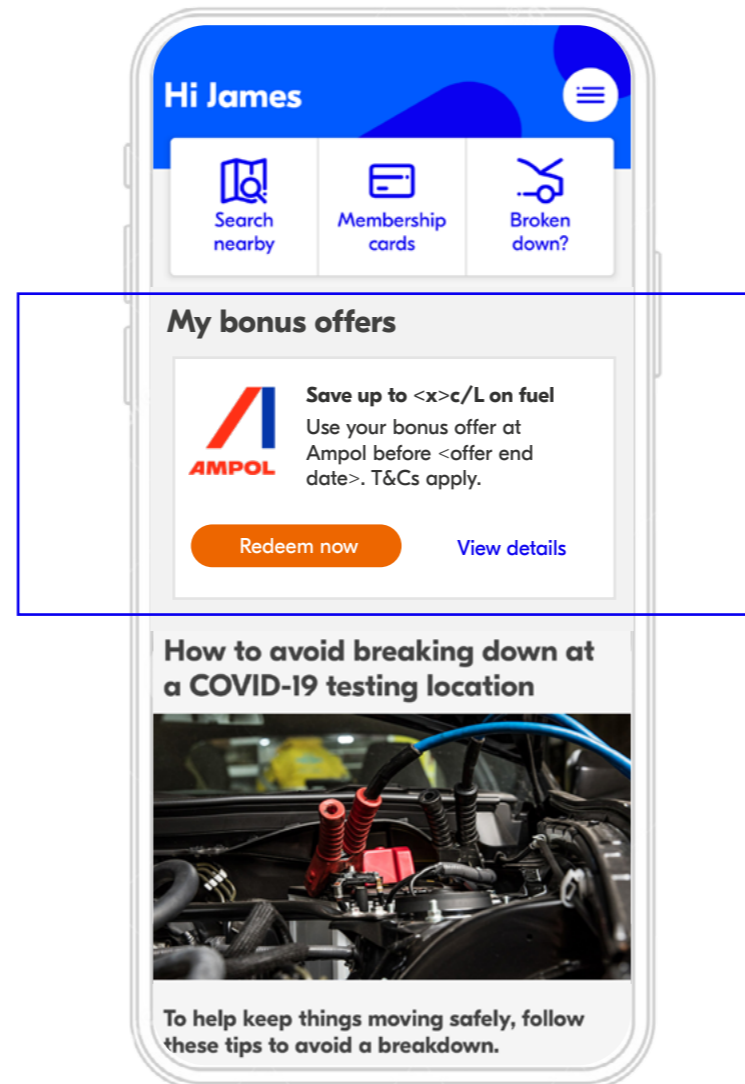
The Personalised Partner Offers (PPO) is an additional type of offer that is being added to the three existing types: BAU offers, incremental offers and CVM offers. The aim of the first phase of the project is to drive app usage and fuel offer redemptions. The target is Members who are inactive on the app or have not made use of their offers at Ampol recently or ever. The special offer of a greater discount than BAU will (hopefully) serve to incentivise them to download the app and/or fill up using their benefit at Ampol.

# Approach

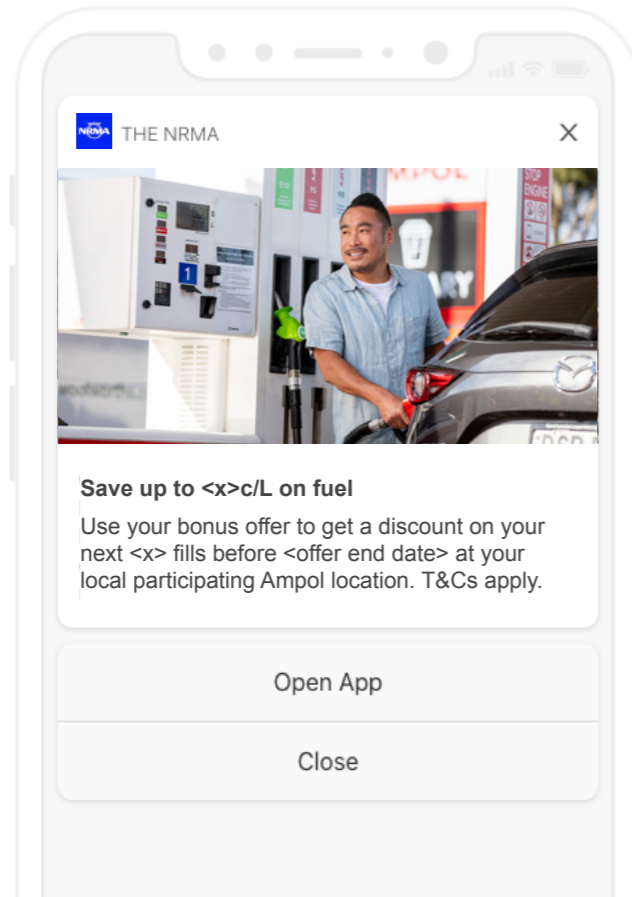
Creative will reflect the different customer experience journeys and will allow the Member to jump from the non-app journey to the app journey once they have downloaded and logged into the app. Creative will all be digital and can be used as a template to fit any offer structure to reduce the load on shared services teams in future. We have kept a consistent messaging that is clear and makes it easy for customers to move from each step of the campaign to actions – downloading the app and redeeming fuel benefits.

# Launch Approach

# Personalised App Homescreen

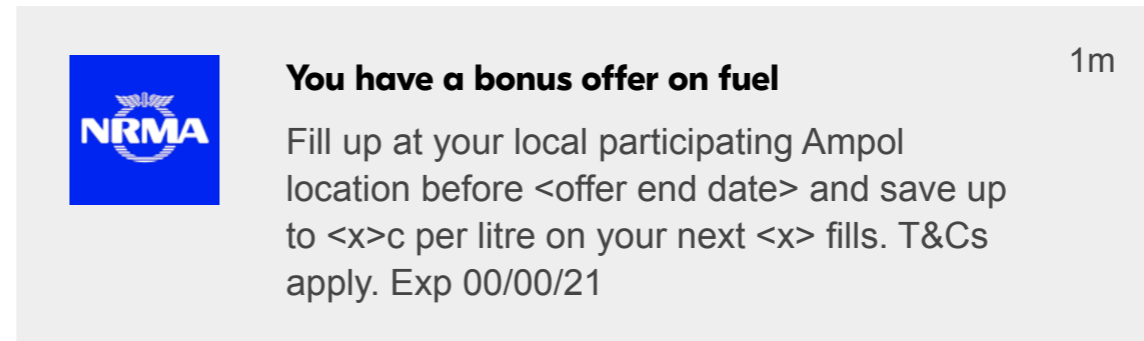


# Mobile App Marketing

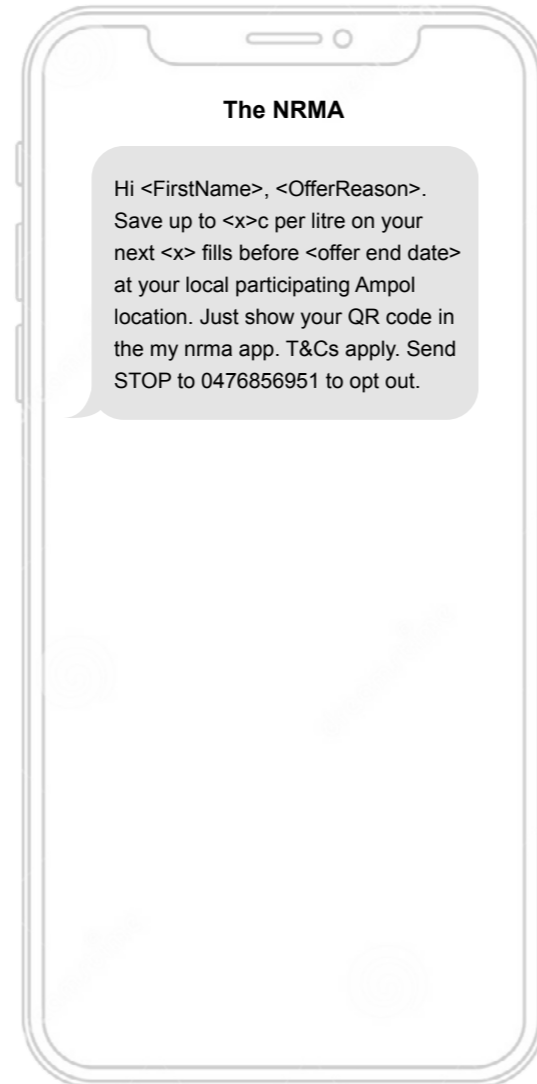


Push Notification Subject:  
Save up to <x>c/L on fuel

## Silent Notification



# Logged In - Launch SMS



## Logged In Variables

<OfferReason> Inactive app user (previously used but no usage in last 70 days)

We haven't seen you on the my nrma app for a while. So, here's a bonus offer on fuel to welcome you back.

<OfferReason> Inactive Ampol user (previously used but lapsed & no transactions in 60 days)

You've been missing out on fuel discounts. So, here's a bonus offer to boost your savings.

<OfferReason> Inactive Ampol Users (have never redeemed)

You haven't used your fuel discounts yet. So, here's a bonus offer to get you started.

# EDM

## LOGGED IN

Subject Line

<First name>, get your bonus offer at Ampol.

Preheader

Go even further for less.



Hi \${DynamicVariable.DYN\_FIRST\_NAME},

Variable introduction paragraph here

Save up to <x>c per litre on your next <x> fills before <offer end date>\* at your local participating Ampol location. That's even more than your regular Member discount. Simply show your QR code in the [my nrma app](#) next time you fill up, and go further for less.

Go to offer

Be sure to also check out the wide range of everyday NRMA Blue benefits available to you in the app.

Happy saving,  
Your NRMA team



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National Roads and Motorists' Association Limited ABN 77 000 010 506 is a separate and independent company from Insurance Australia Limited ABN 11 000 016 722 trading as NRMA Insurance.

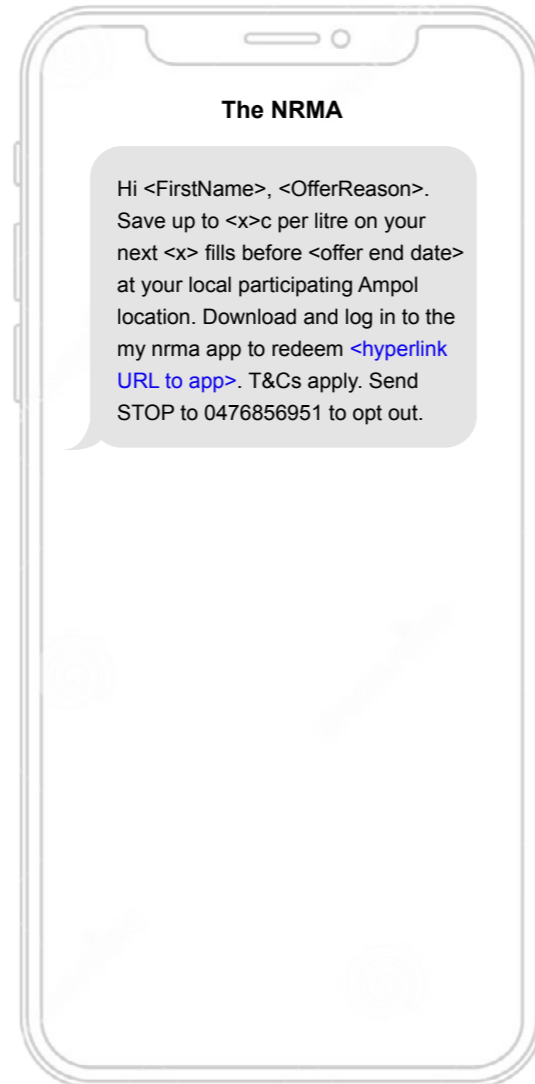
<OfferReason> Inactive app user (previously used but no usage in last 70 days)  
We haven't seen you on the [my nrma app](#) for a while. So, here's a bonus offer on fuel to welcome you back.

<OfferReason> Inactive Ampol user (previously used but lapsed & no transactions in 60 days)  
You've been missing out on fuel discounts. So, here's a bonus offer to boost your savings.

<OfferReason> Inactive Ampol Users (have never redeemed)  
You haven't used your fuel discounts yet. So, here's a bonus offer to get you started.



# Never logged in - Launch SMS



## Logged Out Variables

<OfferReason> Inactive app user (never logged in)  
We haven't seen you on the my nrma app yet. So, here's a bonus offer on fuel to get you started.

# EDM

## NEVER LOGGED IN

Subject Line

<First name>, get your bonus offer at Ampol.

Preheader

Go even further for less.



Hi {DynamicVariable.DYN\_FIRST\_NAME},

We haven't seen you on the my nrma app yet.

So, here's a bonus offer on fuel to get you started. Save up to <x>c per litre on your next <x> fills before <offer end date>\* at your local participating Ampol location. That's even more than your regular Member discount.

You'll need to download and log in to the [my nrma app](#) using your Member number <123456789> to redeem your bonus offer.

Then, simply show your QR code in the app next time you fill up, and go further for less.

[Download the app](#)

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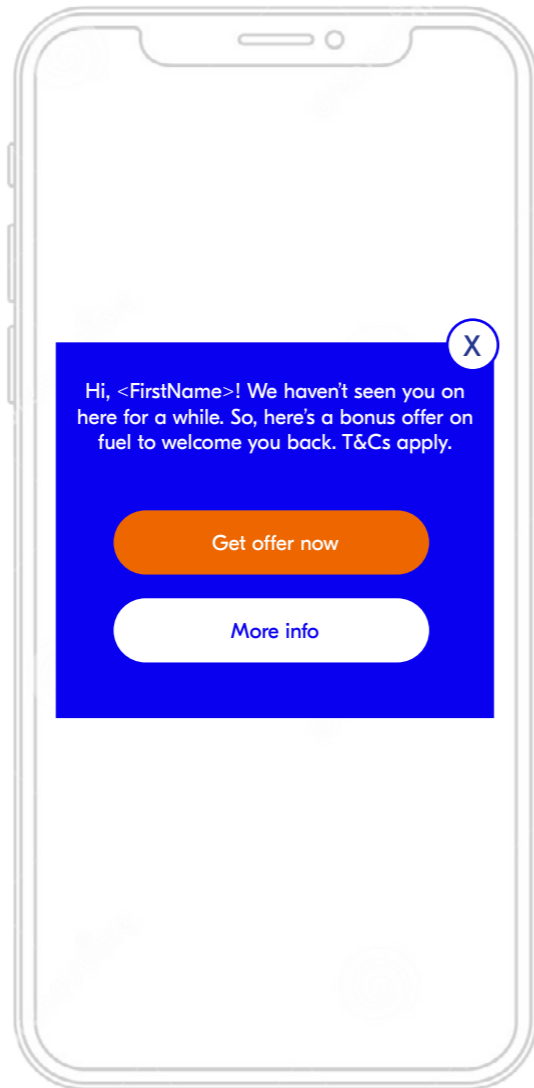
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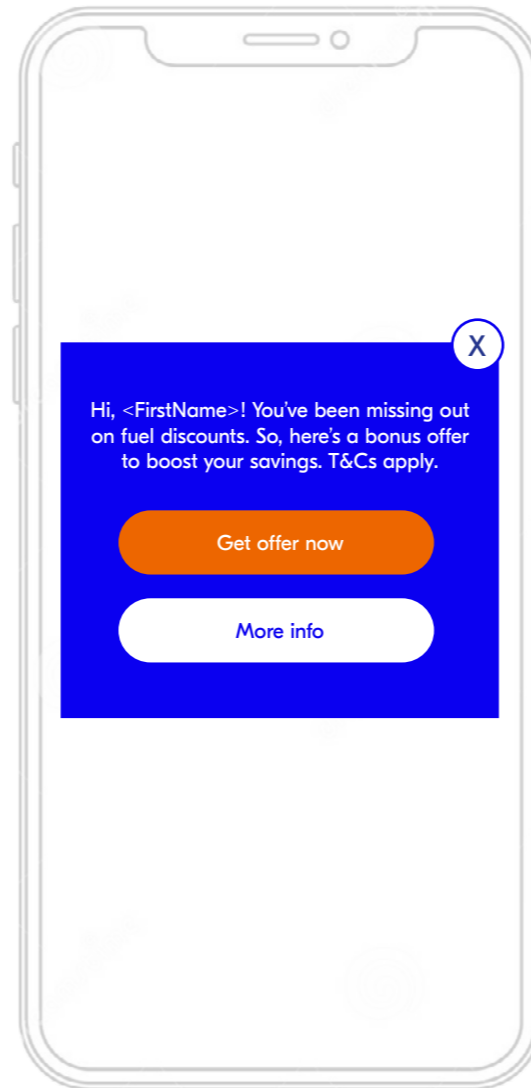
<OfferReason> [Inactive app user \(never logged in\)](#)

VI: We haven't seen you on the **my nrma app** yet. So, here's a bonus offer on fuel to get you started.

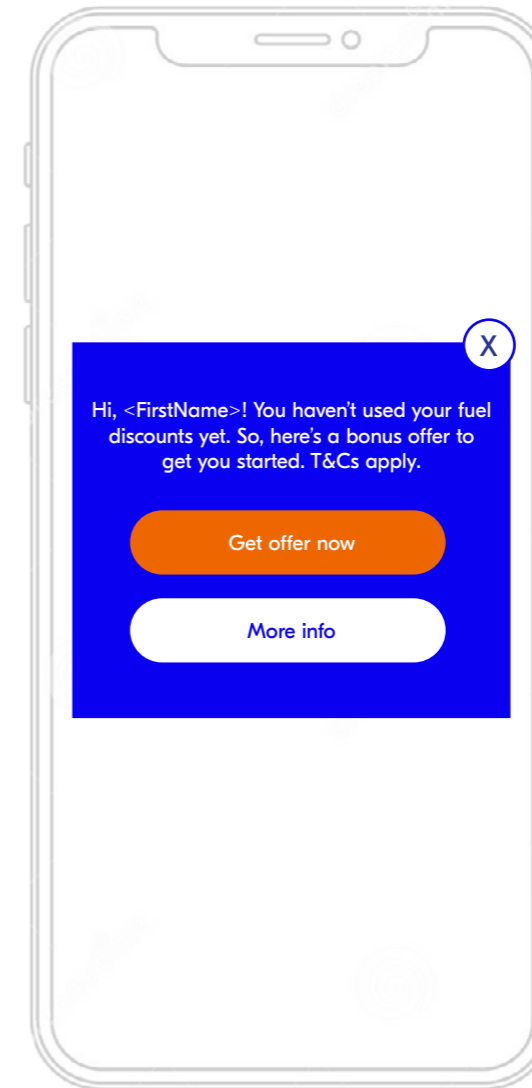
# In App Message



<OfferReason> Inactive app user (previously used but no usage in last 70 days)



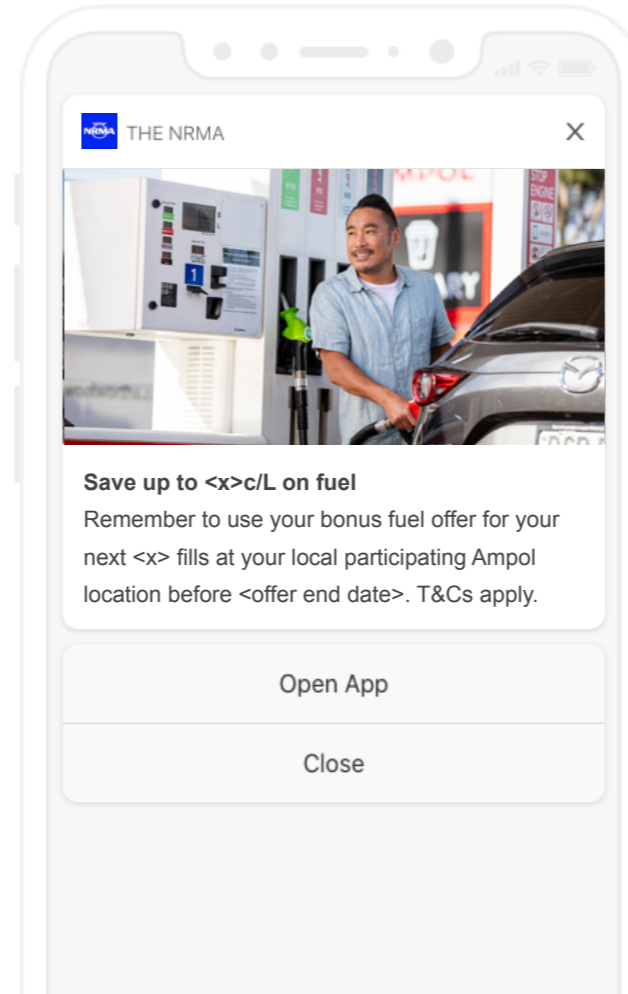
<OfferReason> Inactive Ampol user (previously used but lapsed & no transactions in 60 days)



<OfferReason> Inactive Ampol Users (have never redeemed)

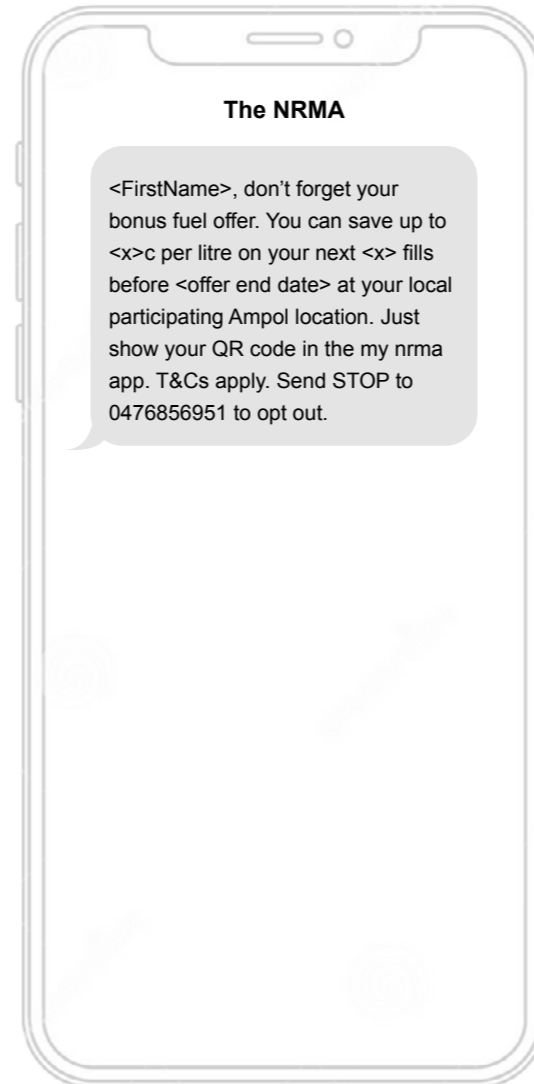
# Prompt Approach

# Push Notifications



Subject: Save up to <x>c/L on fuel

# Logged In - Prompt SMS



# EDM

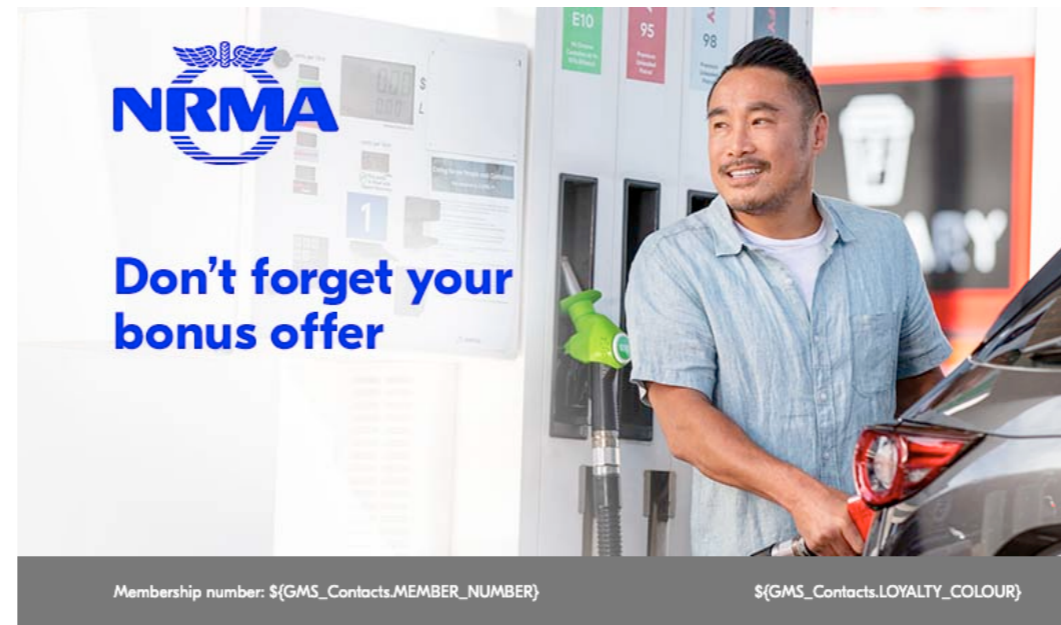
## LOGGED IN

Subject lines

Reminder: save even more on fuel at Ampol.

Preheader

Go even further for less.



Hi `Hi ${DynamicVariable.DYN_FIRST_NAME},`

This is just a friendly reminder that your Ampol bonus offer is waiting for you. Save up to `<x>c` per litre on your next `<x>` fills before `<offer end date>*` at your local participating Ampol location. That's even more than your regular Member discount. Simply show your QR code in the [my nrma app](#) next time you fill up, and go further for less.

[Go to offer](#)

Be sure to also check out the wide range of everyday NRMA Blue benefits available to you in the app.

Happy saving,  
Your NRMA team

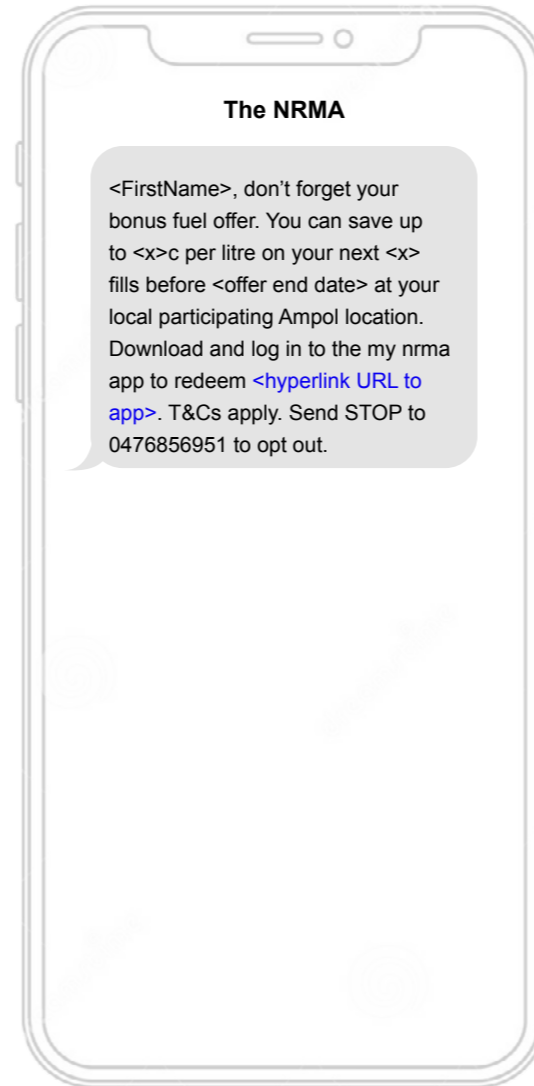


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# Never Logged In - Prompt SMS





# EDM

## NEVER LOGGED IN

Subject lines

Reminder: save even more on fuel at Ampol.

Preheader

Go even further for less.



Hi \${DynamicVariable.DYN\_FIRST\_NAME},

This is just a friendly reminder that your Ampol bonus offer is waiting for you. Save up to <x>c per litre on your next <x> fills before <offer end date>\* at your local participating Ampol location. That's even more than your regular Member discount.

You'll need to download and log in to the [my nrma app](#) using your Member number <123456789> to redeem your bonus offer.

Then, simply show your QR code in the app next time you fill up, and go further for less.

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Happy saving,  
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# **Acknowledge Approach**

# EDM

## Subject lines

PPO: <First name>, congrats on using your bonus offer!

Non-PPO: <First name>, congrats on using your Member benefits!

## Pre header

You've saved more on fuel at Ampol.



Hi \${DynamicVariable.DYN\_FIRST\_NAME},

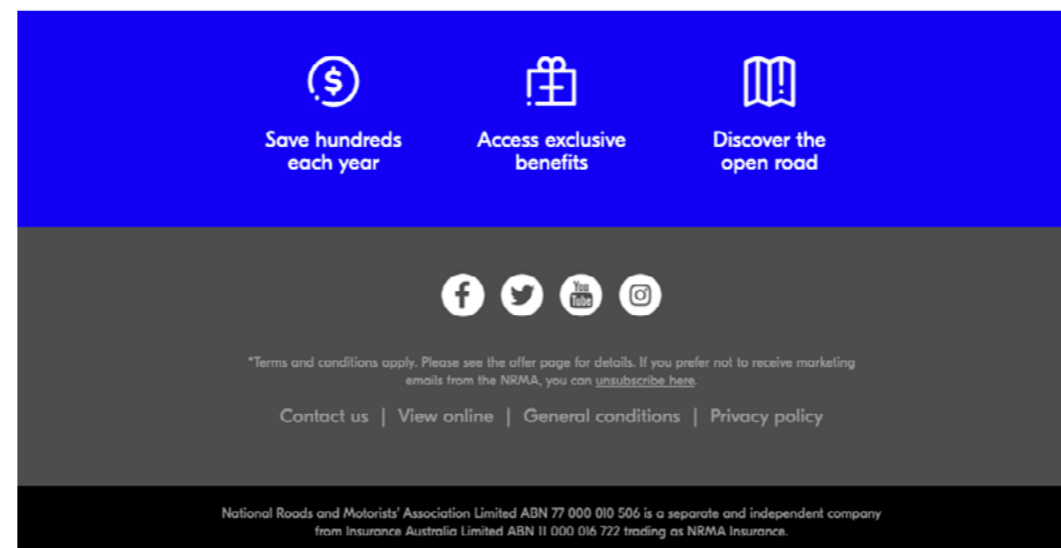
PPO: It's great to see you've used your Ampol bonus offer to save even more on fuel. Remember, you can always save at your local participating Ampol location\*, thanks to NRMA Blue.

Non-PPO: It's great to see you've been using your Member benefits to save on fuel at Ampol\*. Remember, there are plenty of ways you can save every day with NRMA Blue.

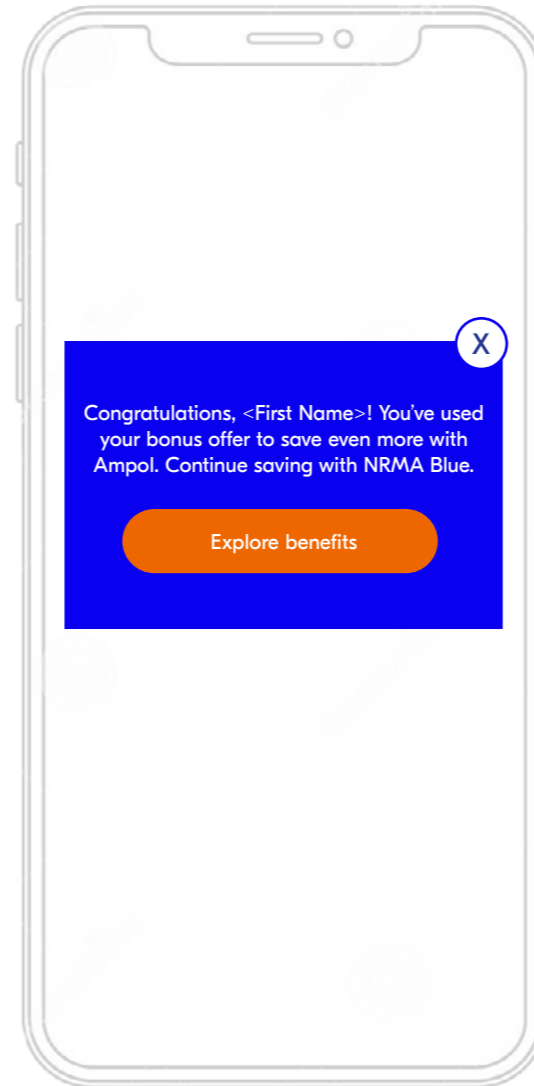
Both: Keep checking the [my nrma app](#) to stay up to date on the latest offers and savings. From groceries to entertainment, travel and much more, fuel your everyday savings with NRMA Blue.

To receive special offers directly from Ampol, [join their mailing list](#).

Happy saving,  
Your NRMA team

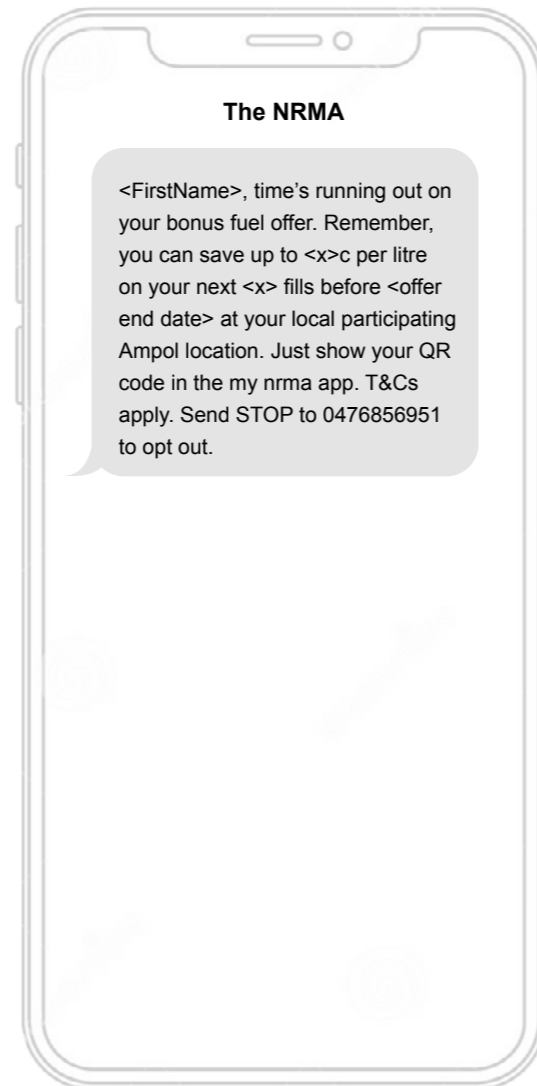


# In App Message

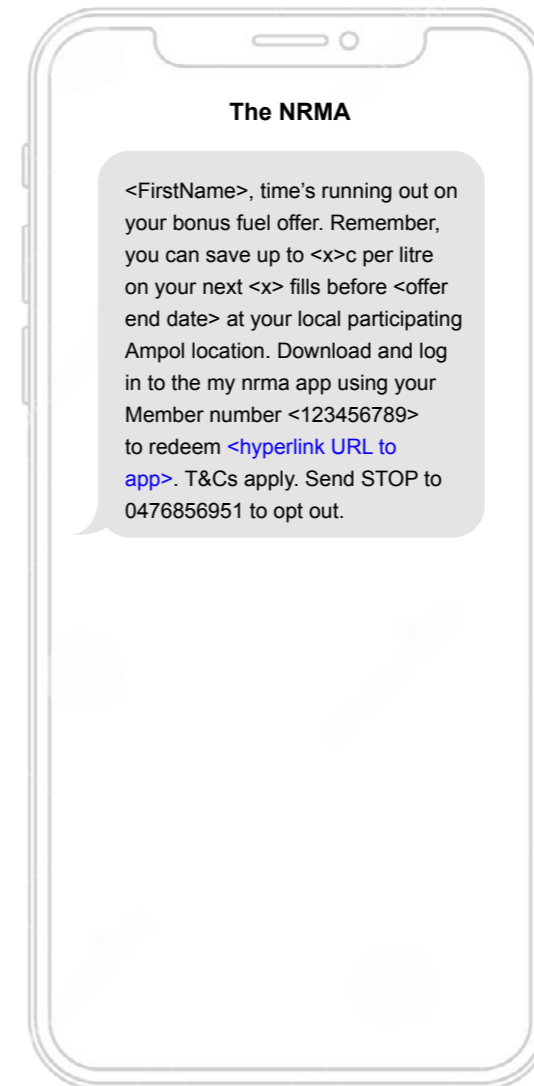


# Remind Approach

# Remind SMS

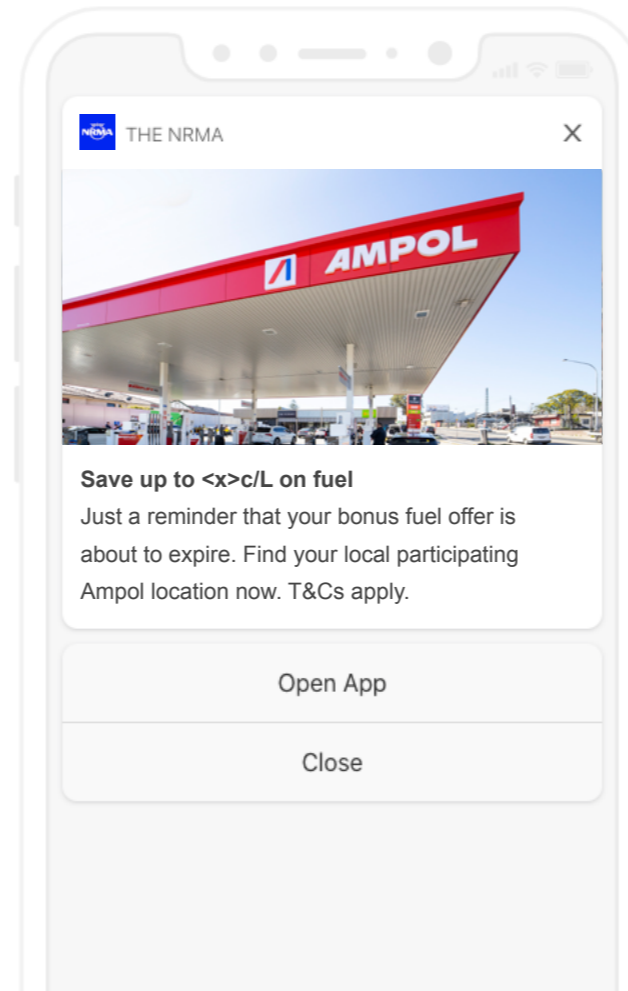


Logged In



Not logged in

# Push Notifications



Subject: Save up to <x>c/L on fuel

**Thank you**