Reward adverts

REWARD ADVERTS

Cost

1 hour design time per update.

Audience

Online audiences on all types of programmes

Timescale to implement

2-3 days from sign off, no downtime needed

Objective

Encouraging redemptions

Mechanics

We would look to increase the presence of reward imagery across our platforms. So on certain targeted pages we could add banners either side of the content, or full page backgrounds, showcasing a particular product that matches highlights in our comms plan.

Measurement

We would expect to see an increase in the amount of redemptions.

Reward

No prize necessary, however could run in conjunction with promotions from the P&P team.