

## Below-the-Line Campaign Brief

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### Introduction

Everyday Rewards is supporting Woolworths Supermarket in addressing a **decline in sales**, which started in **Week 25** after a competitor launched their latest **collectable program**. You have been asked to design a **targeted below-the-line campaign** to combat this competitor campaign and **retain Everyday Rewards members**.

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### Task Overview

#### 1. Campaign Audience Recommendations

- **Who should be targeted?**
- **What insights can you derive from the data?**
- **How would your recommendations change under tighter budget constraints?**

#### 2. Campaign Design

- **Objective:** Combat the competitor's collectable program and prevent customer churn.
- **Offers:** Suggest offers to incentivize member retention (e.g., 10x points on every shop, bonus 1000 points after a \$50 spend).
- **Test & Learn:** Propose how to set up the campaign to gather insights for future initiatives (A/B testing, controlled pilots, etc.).

#### 3. Additional Considerations

- **Key Assumptions:** What assumptions are you making about the market, members, or data?
  - **Data Gaps:** What additional data points would refine your campaign design or audience selection?
  - **Scenario Information:** What extra details might you need about the current competitive environment, member behavior, or Woolworths' strategic goals?
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### Expected Output

## 1. Workings

- Provide any **Excel files, scripts, or analysis artifacts** you used to arrive at your recommendations.

## 2. Presentation

- A concise yet detailed **campaign design** and **audience recommendation** presentation.
- Emphasize your **thought process**:
  - **Key Questions:** What did you ask yourself during the analysis?
  - **Data Points:** Which data did you consider most relevant?
  - **Assumptions:** State any assumptions clearly.
  - **Findings:** Summarize insights and how they shaped your recommendations.

**Note:** There are no strict right or wrong answers. We're primarily interested in understanding **how you arrived at your conclusions** and the **reasoning** behind your proposed strategies.