

PIE Request

Submitted by Julie Bardoz on 2024-08-13 4:13 AM UTC

Partner Insights & Enablement Squad Request Form

Summary Of Request *

BIG W Christmas 2024 | Offer Support

Date of Brief *

12/08/2024

Ideal date of Completion *

15/08/2024

Priority *

High

Requested to assign to *

Insights

Your Squad *

W Living

Partner *

BIG W

Job Owner *

Who is the key contact?

Julie Bardoz

Campaign

Christmas

Problem Statement *

Support to make Christmas 2024 a success

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Output Needed*

- What is the recommended offer for Xmas? Spend and get points (Example: Spend \$60 and get 1500 points) OR spend and get a multiplier (Spend \$60 and get 7x storewide).
- WCV-7226 Christmas 2023 costs split by Key destinations:

Toys & Leisure:

Everyday & Events:

Clothing:

Home:

What is your recommendation in terms of measure of success for Priority cohorts ?

Same question for the Reactivation segment? The idea is to justify the costs we are forecasting for each segment.

- WCV-7226 Christmas 2023 AOV split by segments

Request Type

IGNORE - This is a system setting

pie_request, to_be_prioritised