

Building Consumer Relationships via Promotional Telephone Cards



Prepaid International Telephone cards are used by 43% of Hispanics to reach friends and family in their country of origin.*

Promotional strategies incorporating these cards are powerful builders of brands and efficiently drive consumer interaction. The offer specifically targets the prospect, e.g. a complimentary calling card emphasizing calls to Mexico will provoke a reaction from Mexican-American community. Countless giveaway opportunities specifically target that demographic within likeminded festivals, music and sporting events as well as neighborhood retail venues.

Easy Call® Inc., established in 1992, is the leader in providing respected and transparent prepaid products. Co-branding with the Easy Call® logo guarantees that the consumer recognizes the incentive as valuable and customized to their needs.

The Strategy:

- Create a compelling Chase promotional phone card that incorporates the Spanish-language tagline of Chase's advertising campaigns with an appropriate graphic.
- Co-brand with an established telephone prepaid provider to nurture the trust of the consumer.
- Offer the card as incentive to promote Chase's financial services or introduce new offerings.

The Opportunities:

There are dozens of creative ways to use the cards for promoting customer loyalty and brand recognition:

- Distribute in festivals as lead-generators
- Gifts for participation in Chase events
- Incentives for signups
- Integrate into existing marketing programs
- Make available for branch/prospect introduction
- Networking opportunities, et al...

The Card:

The look and content on the card is vital for compelling the consumer to respond to marketing message. Beloved civic and sporting icons create a desired collectible. Meshing compelling graphics with marketing taglines and slogans creates controlled and powerful advertising media.

The Benefits:

- Provides advertising in a non-competitive environment
- Little waste in CPM
- Powerful trigger for "word of mouth" advertising
- Targets specific consumer and its tendencies
- The gift is cherished and used by consumer
- Delivers intrusive advertising
- Marketing campaign trackable on many levels
- Card usage creates cumulative profile of user

* Card usage climbs, Intelecard News [<http://www.intelecard.com>], 2002

