

NEWSPAPER



CASE STUDY

071025-001



Circulation increased by
24% compared to the
same time last year.

INDUSTRY Newspaper.

OBJECTIVE Increase circulation.

TIME FRAME 90 days.

OFFER An exciting 2 for 1 Cruise Advantage was offered to existing and new customers that signed up for EZPay.

RESULTS During the three month promotion, circulation increased by 24% compared to the same time last year. The promotion ran with both newspaper and online placement. The 2 for 1 Cruise Advantage produced amazing results.

NEXT ACTION Plan another promotion using Motivation Advantage vacation products focusing on advertiser incentives.