

Customer
Western Union

Industry
Financial Services



It is exciting to be able to combine technology and customer engagement to build a unique campaign to let people help us choose the ones that will be part of that process. We successfully rolled out the Face of My WU contest in other countries and now it is time to launch it in the US where we will be looking for ambassadors who embody our core values as a company and also represent today's diversity.

— **Bjorn Leigvold, Western Union Loyalty Marketing Director**



OBJECTIVE

Western Union wanted to create a promotion to engage loyalty members and build deeper, more genuine relationships with them while also generating brand awareness, excitement and social buzz throughout customers' social networks. Western Union also wanted to find a way to generate content that they could use for future marketing and advertising campaigns.

SOLUTION

Reve Marketing assisted Western Union to launch a user-friendly photo popularity contest for US customers that promoted high levels of participation and could scale to handle thousands of participants and voters. Because Reve Marketing had already helped Western Union effectively deploy "Face of My WU" photo popularity contests in Canada, Nigeria, Philippines, Russia, and UAE, they were able to apply learnings for a very successful US launch. Key components of the contest included:

- Flexibility for users to upload a photo of themselves from their desktop, mobile device, Facebook or Instagram account to enter the contest.
- Requirement for participants to link their My WU loyalty membership to their Face of My WU profile to validate eligibility.
- Invitations to friends and family to vote for participants communicated via referral emails and social posts.
- Authenticate voters uniquely via Facebook, Google, Yahoo, Outlook.com/Hotmail, AOL, or LinkedIn.
- Periodic automated emails to boost engagement by informing participants of their progress.

RESULTS

