



Packaging



Client
Lufthansa

Agency
Wunderman

Details

A first introduction for the target group to Lufthansa experts using a new communications vehicle for this airline, centred on and embedded into the creative concept "movie/X-files".

To fulfill the concept, the agency used brand new eBridge-technology developed by Sony DADC – a completely personalised CD, that encourages recipients to insert the disc into their computer and automatically routes them to an on-line log-in site. eBridge completes a questionnaire with the recipient's information, so they only have to click the "Yes" button.

Goal

The main goal was to sign up the travel agents for the loyalty programme. A further object was to increase the awareness amongst small travel agencies of Lufthansa's customer loyalty programme - "eXperts". In the past, there was no proactive communication with this target group.

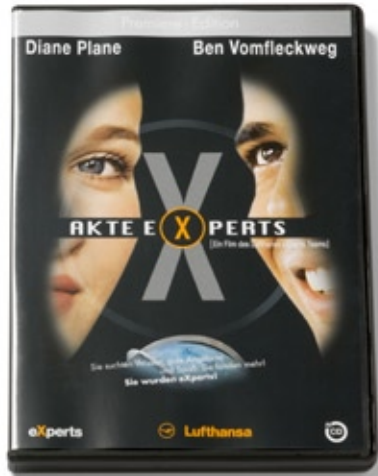


Awarded with the Finalist Award

| eBRIDGE
personalised integrated media™

Contact:

For further information please contact:
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DVD movie pack



DVD movie pack, brochure and personalised eBridge



Results

Total number of eBridges distributed was 5,000. From this campaign, more than 60% of the target audience signed up for the loyalty programme – a great success for Lufthansa.



Personalised pre-filled online registration