

Westpac Rescue Helicopter



Client: Westpac

Project: Helicopter Fundraiser

Solution: RedDirect

Launched: March 2006

Campaign length: 92 Days

Background:

Westpac is one of New Zealand's largest full service banks and a substantial sponsor of the Westpac Rescue Helicopters, an air ambulance service which provides a 24 hour/seven days a week service for many injured and sometimes unreachable New Zealanders.

The Westpac Rescue Helicopters rely solely on the support of the community to survive, therefore Westpac decided to use the support of Run The Red to provide another channel for people to make donations.

Objectives:

- To encourage an increased number of people to donate using their mobile phones, a communication method that is familiar and easy to use.
- To leverage Westpac's substantial sponsorship of Westpac Rescue Helicopters.
- Create a positive user experience and a successful fundraiser.

Promotion of Campaign:

- Television
- Print
- Radio
- Westpac branch material
- Direct mail to Westpac customers
- Online charity auction
- Street appeal



Strategy:

Create an easy to use and convenient method for people to donate to the Westpac Rescue Helicopter via their mobile phone. Ensure that donations can be made 24 hours a day/7 days a week and that the service is non intrusive to customers, as to increase the likelihood of a positive user experience and a successful fundraiser.

How it worked:

Awareness for the campaign was generated through the advertisements promoting the txt Westpac Rescue Helicopter donation service and the nominated \$3 short code.

Users were able to send a \$3 donation by txtting either “DONATE” or “AKL”, “HAM”, “WGN”, “CHCH”(depending on what city they were from) to the short code and \$3 was automatically taken on their mobile account.

Results:

- The campaign was a great success and generated over 650 registered users over the 3 month period.
- Over 850 txt messages were generated from the fundraiser, which equated to a txt-based donation of over \$2,500, highlighting the effectiveness of using a mobile channel as another donation channel for the general public.



