

the magic in action

Royal Mail – Watch&Win

The challenge

With the introduction of competition within their market place, Royal Mail felt it was important to gain the edge over its new competitors. Home's brief was to help Royal Mail create that edge.

Home's methodology for the campaign was simple; create a campaign that rewarded employees in return for SME and other business sales leads. By creating a simple and rewarding way to capture new sales leads, everyone was going to win. Working closely with Royal Mail's

communications team, a new initiative was devised. One that made all employees ambassadors for the business by spotting possible sales leads. By using Royal Mail's biggest advantage – its network of over 100,000 frontline staff – they could have 100,000 possible new sales in every corner of the British Isles overnight.

Colleagues, when out and about on their daily walks, were asked to spot opportunities (competitors delivering/collecting) and then feed these leads to the sales force, who then followed them up. The outcome of the sales call would then be fed back to the lead generator and, if it was successful, the generator would be incentivised for their contribution. This whole method would drive engagement with the business.

before



Vs.

after



our solution

The campaign branding was prominent and distinctive across all campaign communications. Branded discussion aids for line managers were used during internal sessions to help deliver a consistent message and clear communication. Home distilled the business strategy into a visual thinking map to explain why Royal Mail was launching the scheme, the challenges they were facing as a business and how every employee could help. This map was then developed into a full communication campaign including line manager toolkits, intranet adverts, email updates, posters, z-card reminders and feedback questionnaires.

“This re-launch has given us the platform to succeed and I hope that Home will be with us on this journey.”



our solution

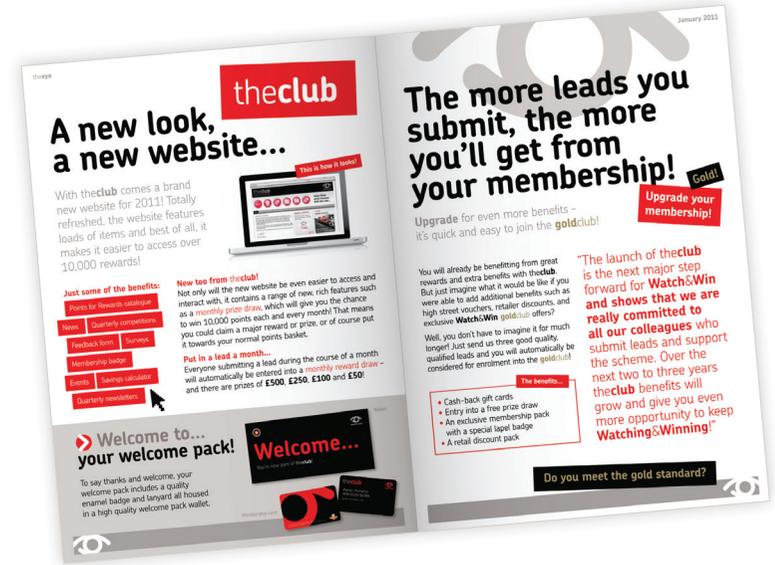
the results

Home and Royal Mail have worked together every year since launch to evolve the scheme to keep it fresh and to keep employees engaged.

When Watch&Win launched in 2006, it generated over **14,000 leads** (an increase of **230%** on the previous year's activity) and delivered an **ROI of 100:1**.

By 2012, the campaign had created **upwards of £445 million new revenue** for Royal Mail.

We were delighted when this success was recognised through the 11th Annual Melcrum Summit Awards where Home won **Agency of the Year 2012**.



“The eye and the “£0-£100” speedometer logos produced - have become well-known images throughout the business, and this has been demonstrated by the success that we have started to enjoy.”

