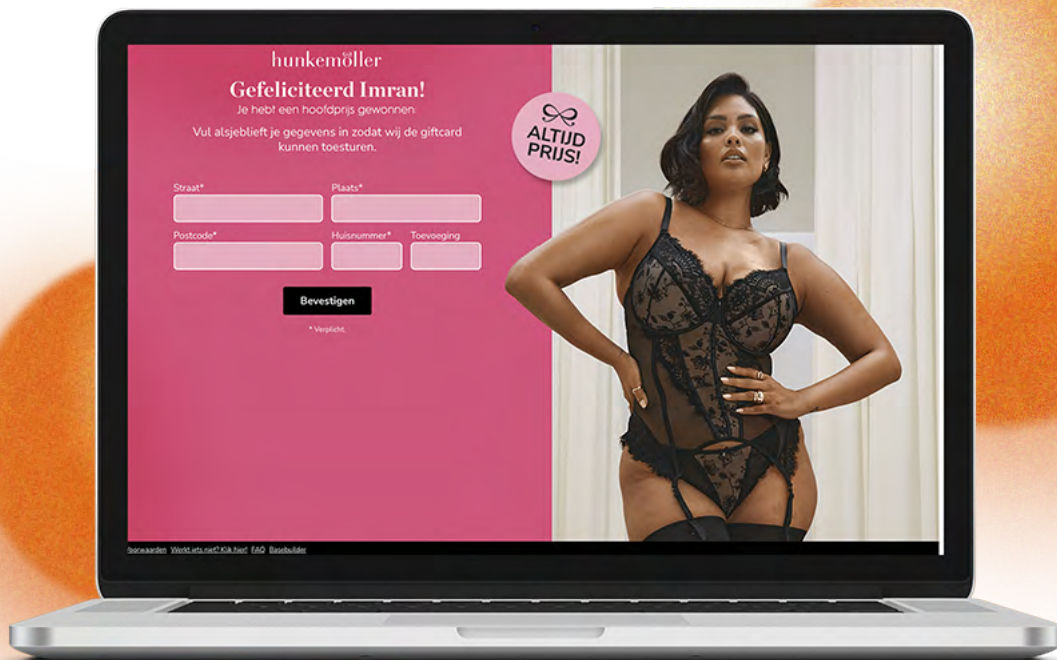


# HOW HUNKEMÖLLER ACHIEVED A CAMPAIGN PARTICIPATION RATE OF +17%

Case study | Hunkemöller & Basebuilder B.V. (part of Linehub)



hunkemöller

Basebuilder created an activation campaign for Hunkemöller targeting their existing customers in the Netherlands, Belgium and Germany. The primary objectives were to grow the newsletter subscriber database, increase loyalty program memberships, and drive sales. The campaign was designed to encourage customer participation in an online activation, enhancing overall engagement and brand loyalty.



## APPROACH

**To drive traffic to the activation campaign website, Hunkemöller stores distributed promotional cards to in-store customers.**

These cards featured a *call to action*, inviting customers to scratch their code and win one of the available Hunkemöller gift cards. This engaging approach encouraged *immediate interaction* and *participation*.

Each participant in the online campaign received a discount voucher with a future purchase. The discount led to a boost in loyalty programme members, as the discount could only be accessed by logging onto the Hunkemöller app.

## RESULTS

**The campaign achieved impressive results with over 17% of all distributed cards leading to active participation in the online campaign.**

This significant engagement rate indicates strong customer interest and involvement.

The discount vouchers that were distributed to participants not only stimulated sales, but also increased the number of loyalty programme members due to the redemption restrictions, improving long-term customer retention and brand loyalty.

# CONCLUSION

**Using Basebuilder's services, Hunkemöller successfully met their objectives.**

By integrating a straightforward and engaging promotional activity, Hunkemöller was able to drive traffic to their online campaign, significantly increasing newsletter registrations, boost their loyalty program and stimulate sales all at the same time.

The campaign's success highlights the effectiveness of combining promotional incentives with membership benefits to achieve multiple marketing goals simultaneously.



Let's achieve success together!  
Contact us today and discover how our activation campaigns and performance marketing solutions can work for you by driving engagement, boosting your loyalty programme and stimulating sales, just like we did for Hunkemöller.

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