

BACKGROUND

The third largest provider of single-ply roofing systems in the world had managed a loyalty rewards program for their distributor sales network for several years, but found the program wasn't delivering the return on investment necessary. Additionally, the existing program proved to be an administrative burden to the company.

The company was looking for a program that would engage their distributor network and make their products the first choice for their roofing distributors. The company wanted to develop a re-launch campaign that would get their distributors excited about the new and improved program and also have the technological tools to make the administration easy.

KEY OBJECTIVES

Develop a new program launch campaign to energize distributors and create excitement about the new and improved program.

Implement a program that would maintain distributor mindshare far after the initial excitement of the program launch.

Integrate the program using the necessary technology to help minimize administrative work.

PROGRAM DESIGN

Company management wanted a system that would reward distributors for every square foot of roofing purchased and installed. A points-based system was designed to reward distributors for the square footage they purchased and installed. Points would be awarded based on product claim forms or job application forms, submitted by program participants.

A communication plan was developed including a launch video that explained the program to distributors.