



# #BigClubCardEnergy

## The Problem

How could we transform a 30-year-old loyalty program into something viral and engaging?

The challenge was that its "BIG" rewards were digital and intangible, making them functionally invisible to the TikTok generation. Our goal was to make this abstract data point feel like a concrete, tangible cultural event.

## The Insight

Loyalty points are invisible, but a 6-foot-tall loyalty card is not. To make an intangible benefit feel big, you must show it as absurdly physical.

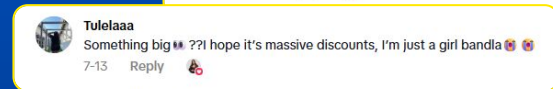
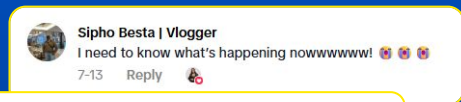
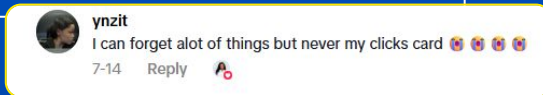
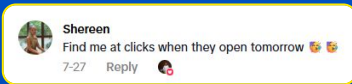
The platform wouldn't care about a "30th birthday," but it would care about a disruptive, unexplainable, real-world visual.

## Our Strategic Approach

The campaign used a two-part TikTok narrative to build and resolve massive curiosity.

**Post One?** Curiosity Stunt. 100 influencers posted humorous, spoof videos struggling comically with an oversized ClubCard in public places.

**Post Two?** Value Reveal: At peak curiosity, the narrative confirmed the 30th birthday rewards were as significant as the physical stunt implied, connecting the physical spoof to the app's digital value and educating the mass audience about the rewards.



## The Results?

**R250K**

Campaign Package Cost

**100**

Influencers

**282**

Content Pieces

**2,050,132**

Live Audience **+37%** ↑ **KPIs**

**1,231,749**

Impressions **+54%** ↑ **KPIs**

**70,941**

Engagements **+77%** ↑ **KPIs**

**917,436**

Video Views **+267%** ↑ **KPIs**

**R5,457,243**

Earned Media Value **+2650% ROI**