



#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**

 **Shereen**
Find me at clicks when they open tomorrow 🎉🎉
7-27 Reply 

 **ynzit**
I can forget a lot of things but never my clicks card 🎉🎉🎉
7-14 Reply 

 **Sipho Besta | Vlogger**
I need to know what's happening nowwww! 🎉🎉🎉
7-13 Reply 

 **Tulelaaa**
Something big ?? I hope it's massive discounts, I'm just a girl band! 🎉🎉
7-15 Reply 