



Message in a Bottle: Accelerating Recycling & Saving Money through AIR MILES for Social Change

October 2011

Today's Discussion

- AIR MILES Overview
- AIR MILES for Social Change Overview
- Waste Diversion Campaigns



AIR MILES Reward Program



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Canada's premier coalition loyalty program continues to lead the way

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- More than 10 million accounts – over two-thirds of Canadian households
- 100+ brand-name Sponsors across the country at thousands of retail and service locations
- A leader in targeted, one-to-one multi-channel communications
- Deep expertise in applying data analytics and research to yield customer insights
- Innovations such as AIR MILES® My Planet®, Canada's first national program rewarding eco-friendly choices, and AIR MILES® for Social Change, partnering with governments and NGOs to promote greener, healthier lifestyles

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AIR MILES for Social Change

AIR MILES for Social Change is a social venture with the mandate to partner with government agencies, NGOs and other social change organizations to inspire a transformative shift in the attitudes and behaviours of Canadians in favour of the environment and healthy living.

By offering special terms, AIR MILES for Social Change enables partners to harness the unique marketing power and reach of the AIR MILES reward currency into 74% of Canadian households to achieve their social change objectives more cost-effectively.

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Our Sectors

- Energy Conservation
- Water Conservation
- Transit
- Waste Diversion and Reduction
- Healthy Living

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Case Study: The Hazmobile

Business Challenge:

Encouraging greater public participation in diverting household hazardous and electronic waste from overburdened land fill sites in the City of Toronto

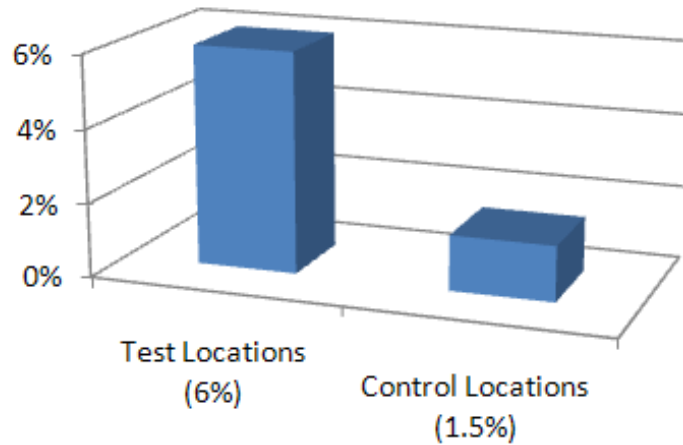
Practical Solution:

- A pilot project involving condos and apartments
- An AIR MILES offer of ten reward miles for household hazardous and electric waste
- A control group of condos and apartments with no AIR MILES offer

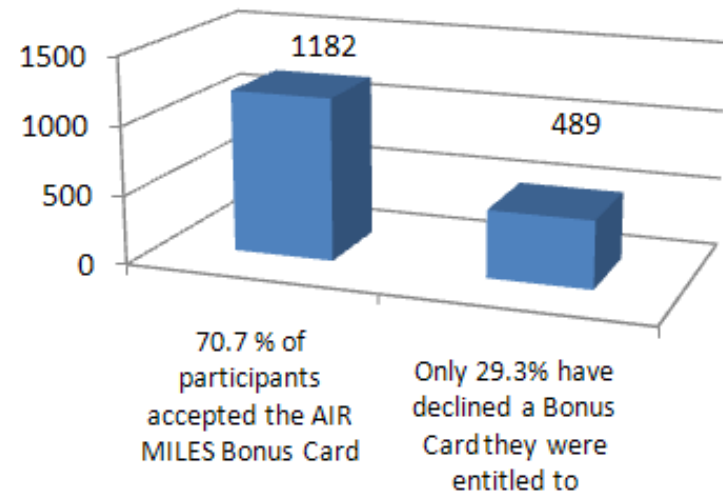


The Hazmobile Results: 1700 Participants

AIR MILES vs. No AIR MILES



Percentage of AIR MILES Collectors



Key Insight

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Ontario Electronic Stewardship

- Province-wide electronic waste diversion program
- Began in June 2011 and currently in market
- Early results indicate a very significant lift in attendance and tonnage targets



Key Insights

- AIR MILES reward miles have greater value for participating consumers and are more cost effective to execute than traditional program rebates, such as cash and merchandise.
- AIR MILES reward miles incentives with or without other marketing expands your reach
- AIR MILES for Social Change campaigns deliver an engaged audience to promote awareness and education and present an opportunity for rich analysis and data insights of participant behaviour



Questions?

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