

R1 million Mango and Total fuel and flight vouchers to be won

Mango has partnered Total South Africa in a campaign that will have the airline give away R1 million in fuel cards to winning passengers during September, 2011, while a promotion in Total's Bonjour forecourt stores will mirror the campaign with R1 million in Mango flight vouchers.



"The promotion was designed to deliver value to South Africans," said Mango CEO Nico Bezuidenhout, who noted that the campaign is a reprise of 2008's highly successful endeavour. "The fuel cards, which are redeemable at any Total service station, have a face value of R50; enough to contribute substantially to filling up or the cost of driving to the airport."

A strong value proposition

In turn, Total South Africa's marketing manager, Reina Cullinan, agreed, citing the rationale for the promotion. "Total and Mango have invested in our customers," she said, "driving a strong value proposition between two complementary brands. In 2008 the redemption rate exceeded 70 percent on all vouchers issued; substantial for a retail campaign, indicating that consumer engagements of this nature resonate with South Africans - a true return on a purchase in which loyalty earns far more than a traditional loyalty model of discounts based on point collection."

Twenty guests on board every Mango flight in September will win a R50 Total fuel gift card in onboard draws while at Total Bonjour forecourt stores the purchase of a *Sunday Times* newspaper and a two-litre Coke qualifies motorists to receive the R50 flight voucher.

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