AMB330 – Digital Portfolio Brief Semester 2 2017

Please note that students are NOT permitted to contact the client. Any questions for the client are to be sent to the Unit Coordinator.

1. **Client name**: RACQ

2. **Client product**: Free2go

https://www.free2go.com.au/

3. **Client background**:

RACQ is an iconic Queensland company, established in 1905. It's a mutual owned by members, not shareholders. The organisation provides a range of products servicing the needs of members. The products are aligned to 3 key pillars; Insurance, Assistance and Banking (RACQ merged with QT Mutual Bank in late 2016).

As a mutual the organisation's focus is delivering value to members through the products/services/member benefits it provides.

In addition to the above, RACQ also provides support to members through education programs and advocacy. Proactively advocating on behalf of members and the broader Queensland community on a range of topics.

The free2go program provides support aligned to key life events and access to exclusive offers.

4. **Program Background**:

RACQ's free2go program is designed for 16 to 19 year old Queenslanders to help take on life's adventures. The purpose of the program is to provide information, tips and tools about gaining a licence, buying your first car, and tips/support travelling in Australia and abroad. In addition, members of the free2go program can access exclusive offers and discounts.

The free2go program provides an opportunity for RACQ to build a relationship with youth, supporting and assisting them through key life events. The program provides not only information, tips and tools but also product offers and discounts aligned to each life event e.g. One year of free Roadside Assistance, 20% off travel insurance etc.

There is a steady base of approximately 130,000 students who currently participate in the program. There is no cost to join the program.

Support centres around four key territories:

Help getting your licence

- Tips and information to assist in preparing youth for their Learners Licence, moving onto a Provisional Licence and then Open Licence
- Access to a Learners Practices test to help you get your L's and an app to log your 100hr Learner Driver hours
- Driver skills YouTube clips to help both the Learner and Supervisor with step by step instruction
- A list of RACQ approved drive schools
- Free L & P plates

Advice buying a car

- Everything you need to know about buying a car and keeping it on the road including a car buyer's checklist, car reviews, information on car maintenance and the cost of owning a car
- Access to a car broker service at no charge
- Information on fair fuel prices
- Access to an approved repairer network
- Discounted vehicle inspections and car history checks
- Information to help you understand the different types of car loans and interest
- Support to help navigate insurance terminology (what the different types of insurances mean)
- A range of product and service offers (1 year of free Roadside Assistance at 17yrs, and half price Roadside Assistance at 18 and 19 years), discounted Car Insurance, discounts at Repco etc.

Travel tips and assistance

- Information to help make preparing your trip easy; helpful guides and information on budgeting, checklists, advice on travelling safely and travel deals
- Access to Aussie Assist at no cost
- Access to International Referral Assistance at no cost
- Travel tips YouTube clips
- 20% discount on travel insurance
- Access to accommodation discounts
- Discounted international driving permit photo

Discounts and Savings

- Movie tickets, theme park tickets
- Gym discount at Goodlife Health Clubs
- Retail discounts; Baskin Robbins, AMF Bowling, Jeanswest and more
- RACQ member discounts

The program commenced in 2001. While it is primarily a digital program supported on line with a website and Facebook page, the key benefits are also delivered through a school program. RACQ has a team of five Project Officers who visit over 300 schools per annum across Queensland. The in-school program focusses primarily on how to gain a licence, being road safe and what youth need to be aware of when buying a car.

5. **Student Challenge**:

(a) How can RACQ increase engagement with youth aged 16-19 years (grades 10-12). What new benefits/program content should be considered and how should social media be leveraged? This should align to RACQ's brand and values.
(b) In addition to the free2go program what education support should RACQ provide for students in grades 7-10? What content should be included and how should social/other channels be leveraged to engage with this segment?

Note: Consideration should be given to the needs and wants of Generation Z, the changing social and employment landscape

6. **Marketing and Advertising challenges**:

RACQ seeks to engage with youth and help them with the key life events.

The audience for Free2go are digital natives but it is difficult to get cut through in these channels. The audience typically have a short attention span and are careful about the content they associate themselves with, they are protective of their personal brands with their friends.

When a 16-19 year old joins the program they receive a Free2go membership card and brochure explaining the program and the benefits they can now access.

7. **Traditional media use**:

Typically campaigns for Free2go have used search, social media, email and direct mail.

8. **Target audience/s**:

(a) Queensland youth aged 16 – 19 years. Current social trends indicate this segment are living at home and studying (high school/vocational education or university) with a percentage undertaking part time employment. This segment is seeking to take their first steps into independence (gaining a licence, buying a car, travelling independently).

Other key characteristics of this audience include:

- Content creators
- Attracted to images and video
- Trust influencers
- Short attention span
- Not especially brand loyal.

(b) Queensland high school students in years 7 – 10 (approx. 12-15 years). These children are living at home and attending high school. Parents of these children are key influencers and should also be considered the target market.
(refer Section 5, Student Challenge section b)

9. **Main competitors for this target audience**

Alternatives for this audience include:

- Digital - the plethora of information available on-line (not always reliable or accurate)
- Using government developed resources to learn to drive i.e. The Queensland Learner Logbook app
- Discounts providers like Groupon, Scoopon, discounts from influencers they follow on social media

10. **Search budget**:

$10K per month

11. Special considerations for this campaign