

CASE STUDY

Rhonda & Ketut: a marketing love story

**Extended campaign post-analysis
including the strategy, execution
and extraordinary results of the AAMI
brand platform that captured Australia's
heart and mind.**





This premium content is produced
and published by Marketing,
Australia's only dedicated resource
for professional marketers.

Marketing Pro members have access
to a comprehensive toolbox of
premium content.

marketingmag.com.au/pro

This case study edited
by PETER ROPER

2015

Many thanks to AAMI, AAMI's
executive manager marketing
Richard Riboni, the team at Badjar
Ogilvy and Sandra Renowden and
Rebecca Tilley at STW Group PR.

Product code: MKACS0002

Marketing

Publisher
PAUL LIDGERWOOD

Editor
PETER ROPER
peter.ropet@niche.com.au

Sub editor
MADELEINE SWAIN

Art director
KEELY ATKINS

Design & digital pre-press
MONIQUE BLAIR

Advertising enquiries
LUKE HATTY
Tel: +613 9948 4978
luke.hatty@niche.com.au

Subscription enquiries
Tel: 1800 804 160
subscriptions@niche.com.au
www.marketingmag.com.au

Marketing is a publication of
Niche Media Pty Ltd
ABN 13 064 613 529.
1 Queens Road,
Melbourne, VIC 3004
Tel +613 9948 4900
Fax +613 9948 4999

(niche:)

Chairman
NICHOLAS DOWER

Managing director
PAUL LIDGERWOOD

Commercial director
JOANNE DAVIES

Content director
CHRIS RENNIE

Financial controller
SONIA JURISTA

Printing
GRAPHIC IMPRESSIONS

Accounting software
SAPPHIREONE
www.sapphireone.com



Marketing ISSN 1441-7863 © 2015 Niche Media Pty Ltd. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, internet, or otherwise, without the prior written permission of the publishers. While every effort has been made to ensure the accuracy of the information in this publication, the publishers accept no responsibility or liability for any errors, omissions or resultant consequences including any loss or damage arising from reliance on information in this publication. The views expressed in this publication are not necessarily endorsed by the editor, publisher or Niche Media Pty Ltd.

Niche Media Privacy Policy This issue of Marketing may contain offers, competitions, surveys, subscription offers and premiums that, if you choose to participate, require you to provide information about yourself. If you provide information about yourself to NICHE MEDIA, NICHE MEDIA will use the information to provide you with the products or services you have requested (such as subscriptions). We may also provide this information to contractors who provide the products and services on our behalf (such as mail houses and suppliers of subscriber premiums and promotional prizes). We do not sell your information to third parties under any circumstances, however the suppliers of some of these products and services may retain the information we provide for future activities of their own, including direct marketing. NICHE MEDIA will also retain your information and use it to inform you of other NICHE MEDIA promotions and publications from time to time. If you would like to know what information NICHE MEDIA holds about you please contact The Privacy Officer, NICHE MEDIA PTY LTD, 142 Dorcas Street SOUTH MELBOURNE VIC 3205.

Australia's favourite insurance love story

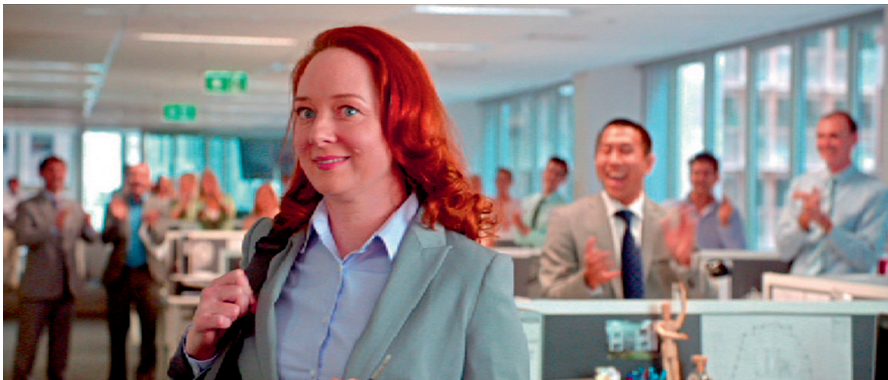
Campaign:
Rhonda & Ketut series
Client: AAMI
Agency: Badjar Ogilvy

BACKGROUND

The motor insurance market in Australia is mature, highly competitive and its growth has plateaued. Nowadays the only real way to grow is to steal customers from competitors. And therein lies the challenge. Customers come into the market 52 weeks of the year, so there is a constant challenge for brands to ensure they're top of mind when the time comes for consumers to enquire about a policy.

However, insurance is a commoditised market and, according to consumers, there is very little differentiation between insurers, which leads to lethargy when it comes to deciding whether to stay or change. Brands have constantly tried to differentiate themselves or be noticed, but they are mostly still overlooked.

So if people won't take notice of brands, how do they distinguish themselves and stand out from the crowd? And how can AAMI get people to switch from their existing insurer to grow its brand?





OBJECTIVES

A market-leading brand such as AAMI still requires business growth to meet corporate objectives, irrespective of the fact there is little market growth, consumer inertia and a perceived lack of brand differentiation.

The business objectives required that the campaign increase opportunity calls. That is, new policy quotes, which is the key metric in which the advertising is judged. In other words, we had to drive potential customers to the phones or the website to get an insurance quote.

STRATEGY

The overarching strategy behind this campaign was to give the AAMI Insurance brand a personality, something that Australians are entertained by, relate to and can engage with and remember for 52 weeks of the year.

The strategy was built on the following insights.

The consumer insight

Most insurance customers in Australia rarely get anything from their insurer. They pay their premiums in the hope that they'll never have to make a claim. In the event they do, their insurer provides a service that ensures they get back on the road as quickly and pain free as possible. But what about those customers that don't make a claim? They have safer driving records and cost their insurer less money, so shouldn't be paying the same premiums as those who do claim.

The brand insight

AAMI had recognised those customers that don't make claims and had developed the Safe Driver Rewards product with its additional benefits. We had used the product



previously and believed it could be leveraged to a greater extent to exploit its potential if we found the means to communicate it in an interesting way.

The cultural insight

As we started creating this campaign, we built on the needs within our society for people to be appreciated, to be recognised, to be wanted.

The channel insight

We wanted to deliver high impact and the most reach to drive awareness amongst our broad target audience and spark a national conversation, hence traditional mediums such as TV, press, outdoor and online were important. PR and social media also played roles in driving engagement and allowing consumers to interact with the campaign.

EXECUTION

We developed a character that AAMI could use across all communications, 52 weeks of the year and beyond, to

6 CASE STUDY



highlight AAMI's point of difference in the insurance market in a fun and entertaining way.

That character was Rhonda: an awkward but loveable safe driver.

For Australians to warm to Rhonda, she had to be relatable, approachable and certainly not intimidating. There needed to be a little bit of Rhonda in all of us. Launching in September 2011, Rhonda was first introduced to Australians as she was being celebrated by her colleagues, cheered by the masses and applauded on a grand scale for her safe driving. The slightly dorky, but endearing Rhonda was blasted across the country on TV, in press, outdoor, online and social media, and essentially became the face of AAMI's Safe Driver Rewards product.

In March 2012, we then met her again on vacation on the beaches of Bali, bearing her pasty skin, bright red hair and 'beautiful brake foot' for a loveable but somewhat familiar masseuse (all paid for by the savings she made by being an AAMI Safe Driver Rewards customer). However, Australia's love affair with the character reached a pinnacle when we watched our favourite sunburnt redhead flirt with a charming young Balinese resort waiter by the name of Ketut. And with this, a relationship blossomed. Not only between Rhonda and her beau, Ketut, but between Australia and these two lovable characters.

Traditional media again played its role in ensuring the campaign reached its mass audience; however, social media played a vital role in sparking a national conversation about the campaign and sustaining its momentum. This was no more prevalent than the creation of a Facebook page by an unknown fan, named 'The sexual tension between Rhonda & Ketut'. With over 100,000 likes within a week of its creation, it became obvious that Australians were asking for more.

7 CASE STUDY



And hence the love story of Rhonda and Ketut began...

By establishing this odd but intriguing relationship, we now had a property AAMI could use to entertain Australians with, but still serve to them a commercial message. This property came in the form of a narrative, a love story.

But, like any great love story, there must be a tension, something that captivates the audience and keeps them guessing what the next chapter may be. So in August 2013, we took Rhonda back to her high school reunion, where, with Ketut nowhere to be seen, she spots her old high school crush, Trent Toogood. Once again, Rhonda was blasted across the country in various media, but this time in the arms of Trent, not Ketut. Through social media and PR, we invited Australians to be a part of the campaign and by voting 'Who's right for Rhonda' they could ultimately decide what the next chapter of the Rhonda story should be.





RESULTS

There’s no denying that Rhonda (with some help from Ketut) has given AAMI, and insurance a personality, a point of difference in an otherwise dull and predictable market.

The creative idea exploded into popular culture and fame. The ‘Rhonda’ campaign idea proved to be so engaging that consumers and press took it up and spread the word – through social media, editorial, PR, etc. The campaign effectively generated unpaid media to create buzz.

It became the subject of analysis on national free to air TV. And in print/online vehicles. Lines from the ads are now part of everyday conversation. Repeated, tweeted,

remixed, Tumblr’d, Facebook’d.

“Rhonda is mine.”

“Hot like a sunrise.”

“Beautiful brake foot.”

“Kiss me Ketut.”

Political cartoons, memes and parodies were inspired. T-shirts with lines from the ads started to appear in Bali. They became a No. 1 seller. The independent Facebook tribute dedicated by a fan became an overnight sensation. There was even a greyhound and racehorse named after one of the lines (“Kiss me Ketut.”). Naturally both were winners!

The consumer engagement vs. competitor brands was never more evident than AAMI Facebook likes jumping to 10 times that of our nearest competitor brand and YouTube views being over six times more than our nearest competitor and more than double the category as a whole.

Advertising awareness for ‘Rhonda’ hit a record high. The strength of the campaign meant more people saw and remembered it, recording higher awareness as the campaign progressed (Source: IPSOS Research).

	Pre-Rhonda 2010	Rhonda 2011	Rhonda 2012	Rhonda 2013
Advertising Awareness %	50	50	54	74



Enquiries for an insurance quote (opportunity calls) grew throughout the campaign to a record high.

According to IPSOS Research: “Cut-through for ‘Rhonda’ is really strong and is almost double the norm for the level of spend. The link to AAMI is also clear. So overall the ad is working well to leave clear branded memories.”

Brand awareness also grew over time, for both top of mind and total spontaneous awareness for the AAMI brand (IPSOS Research).

	Pre-Rhonda 2012	Rhonda 2013
Top of Mind Awareness %	21	27
Spontaneous Awareness %	54	75

And this was achieved with a virtually unchanged media spend.

In a market where competitors increased spend, as did the category overall, our spend increased by only four percent over the three years, compared to the estimated 20 percent plus media inflation (Source: Starcom).

As a result, the campaign drove consideration for AAMI.

The advertising and the buzz created in social media helped spontaneous consideration increase from only 21 percent before this campaign commenced, to 53 percent after the three years of the campaign (Source: IPSOS Research).

And ultimately, quotes for insurance increased (Source: AAMI).

Enquiries for an insurance quote (opportunity calls) grew throughout the campaign to a record high.



Exclusive access to premium resources, industry reports and expert analysis, produced with internationally renowned marketers.

marketingmag.com.au/pro