

## SUCCESS STORY

## MoneyGram

Idol Awards

## CLIENT

MoneyGram, a money transfer company came up with a unique campaign idea to tribute overseas Filipino workers and their families with a promotional incentive.



+282%  
OVERDELIVERY

63%  
COST EFFICIENCY

+47%  
PROMO ENTRIES

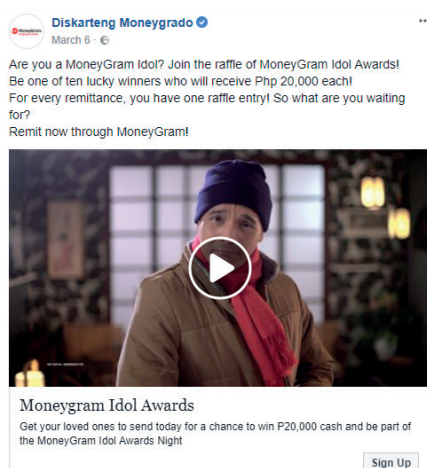
## OBJECTIVE

The goal of the campaign was to generate traffic to the website and conversions of at least 500 entries for the promo incentive of a weekend getaway and gathering hosted by the company (sort of a homecoming to reunite OFW's and their families).

## STRATEGY

Adglow and MEC Global implemented a strategy to use custom audiences based on interests of OFW's and their families in the Philippines and lookalike audiences. Adglow's expert knowledge of the market and audiences lead to successful insights and campaign results.

The combination of strong account management, strategy recommendation and proper implementation and optimization of the campaign resulted in a positive reaction from MoneyGram.



*"Just want to acknowledge all your efforts for the campaign. The clients are very happy about the way we turned things around with the pace of entries already picking up. We're at 419 as of Monday, 81 away from the target of 500. This is the first digitally-led promo for the brand and we will be using this campaign as a benchmark for future promos. Let's keep pushing the envelope and delivering good performance"*

Brian Dacanay Digital Account Manager, MEC Global