



TELSTRA PLUS –

Treat Your Team: Loyalty Pizza Box Campaign

Telstra Plus, the national telecommunications provider's loyalty program, rewards customers for their everyday spend with redeemable points for technology, entertainment, and lifestyle products.

However, among small business customers, engagement was low - with over 75% having never redeemed their points.

To tackle this, Telstra launched the 'Treat Your Team' direct mail campaign - a creative, data-driven activation designed to re-engage high-value small business members.



...blending humour, tactility and personalisation...

The campaign took the form of a miniature pizza box containing pizza-shaped inserts showcasing Telstra Plus Rewards, blending humour, tactility, and personalisation to deliver a message impossible to ignore.

8.1%
redemption
rate

305%
uplift against
original
target



Telstra aimed to reignite engagement in its loyalty program by prompting inactive small business members to redeem their Telstra Plus points. The specific goal was clear and measurable:

Drive a 2% redemption rate within two weeks of delivery.

Reframe the program's perceived consumer bias to highlight business-relevant rewards and practical benefits

Reduce the financial liability of unused points while instilling a habit of ongoing redemption among high-value SMB customers.

an average of

2.64%

redemptions per customer, indicating behaviour change beyond a single interaction.

...the tactile format broke through the digital clutter...

Leveraging Telstra's customer data, analysis revealed that 15% of members held 50% of all loyalty points. These high-value SMBs became the primary focus.

To reach this segment, Telstra and creative agency +61 developed an unconventional direct mail piece - a miniature pizza box printed in Telstra's iconic orange and blue branding. Inside, a circular "pizza" booklet featured different "slices," each promoting a category of rewards, from office essentials to staff treats and entertainment upgrades.

Every element - from tone to packaging - was designed to reframe loyalty points as tangible, team-boosting value. The tactile format broke through digital clutter and physically landed on desks, inviting recipients to open, touch, and explore.

Production and distribution were handled by IVE Group (IVE CCIS, IVE Print, and IVE CX&Data), ensuring premium print quality and precision in national delivery across targeted business addresses.



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The campaign dramatically outperformed expectations, achieving:

8.1% redemption rate, a 305% uplift against the original target.

70 million Telstra Plus points redeemed from previously disengaged customers.

An average of 2.64 redemptions per customer, indicating behaviour change beyond a single interaction.

Historical data confirms that once members redeem, they are significantly more likely to continue doing so – meaning this campaign not only delivered short-term engagement but also created sustained behavioural change with measurable long-term impact.

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The 'Treat Your Team' Pizza Box campaign transformed data-driven targeting into a delightful physical experience. By combining personalisation, creative storytelling, and tangible design, Telstra reframed loyalty from an abstract points system into something sharable, immediate, and rewarding.

This case demonstrates the power of intelligent segmentation, print innovation, and cross-channel creativity to unlock latent value in data - one pizza box at a time.

