

OMV Germany – New campaign & app



Continue saving with OMV Germany. This year Magneds launched the successful online shopper activation platform for OMV Germany. This summer they introduced a new campaign with Thule and an app version for the program.

Thule

For every 25 Euro spent at one of their 283 petrol stations the customer receives one stamp. Collect 3, 6 or 9 stamps and get a product discount in the online Thule shop with a wide assortment of backpacks, luggage and a bike rack.

Win

Not only there is a savings program, every code is also a chance to win a Thule product or even a trip to Sweden.

App

Next to web, Magneds created an OMV app for their shopper activation platform. This stimulates their customers to start saving everywhere they want.

With their new campaign OMV Germany is able to identify their customers and increase traffic at the stations. An online platform where loyal customers will benefit from an easy access savings campaign with high quality products.

This campaign runs until September 16. Have a look at www.omv-thule.de for more information about the program.



Magneds