



HSBC - WOW 2023

Campaign Report - Phase 1

HSBC WOW Campaign

Exclusive perks and deals for HSBC credit cardholders in Singapore, featuring 1-for-1 offers, discounts, and special deals across dining, travel, retail, and wellness categories.





Strategic Objectives

Drive Usage

Boost credit card usage and attract new sign-ups through exclusive benefits and compelling offers.

Maintain Interest

Prevent creative fatigue with continually refreshed deals and merchant partnerships every two weeks.

Expand Reach

Grow awareness of cardholder privileges across multiple digital channels and audience segments.

Digital Marketing Strategy

Two-Phase Approach

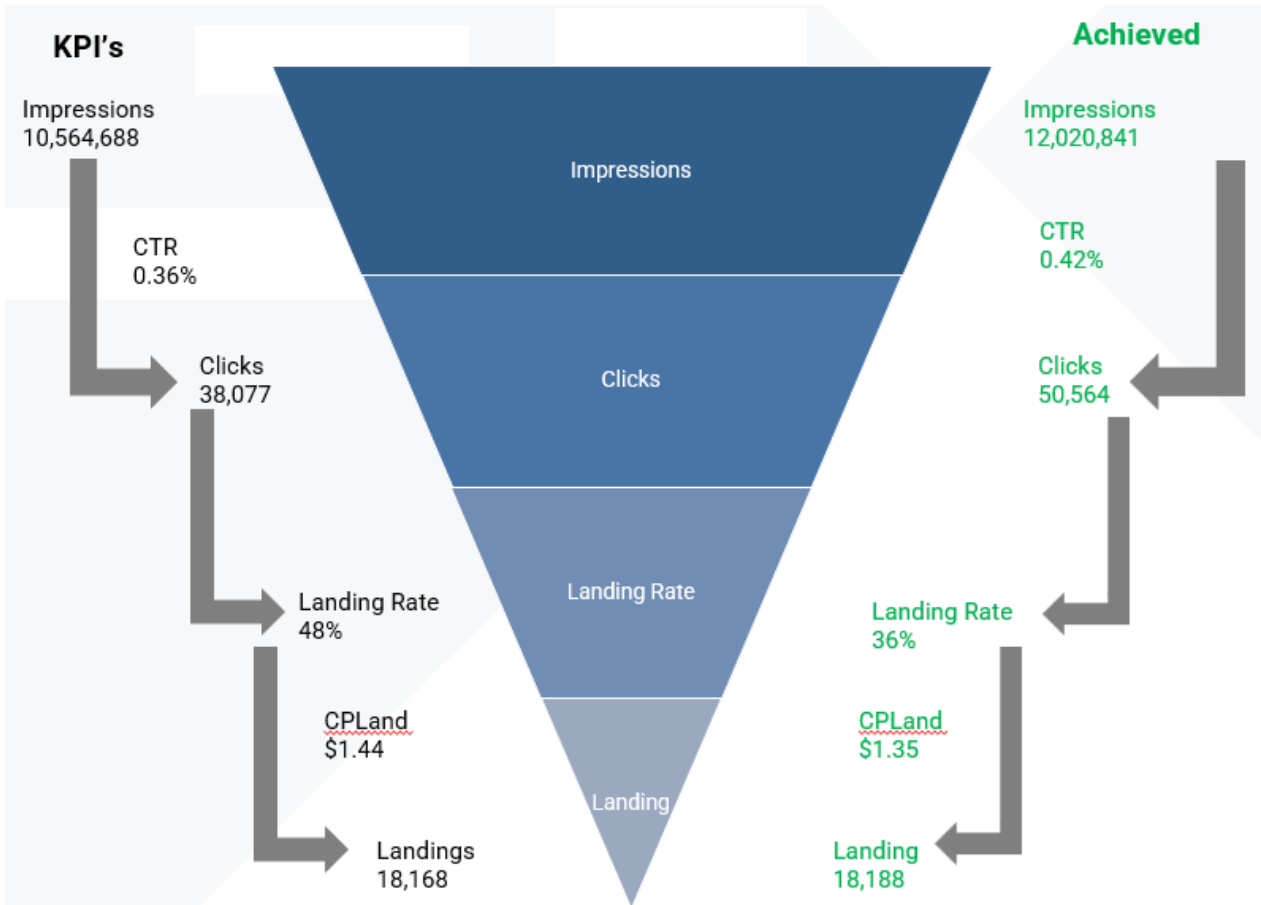
- Facebook and Instagram campaigns for social engagement
- Taboola, Yahoo, and SEM ads for broader reach
- Visual creative refreshes every two weeks
- Merchant partnerships across multiple categories

Performance Tracking

Monitored site visits, clicks, channel contributions, and landing rates for ongoing optimization.

	MON	TUE	WED	THU	FRI
TWITTER					
TIK TOK		FUNG			
INSTAGRAM	CULTURE		FUN FACT	HOW TO	
FACEBOOK		PRODUCT			

Campaign Results



12M+

Impressions

Total campaign reach
across all digital
channels

50K+

Clicks

Strong engagement
driving traffic to
offers

18K

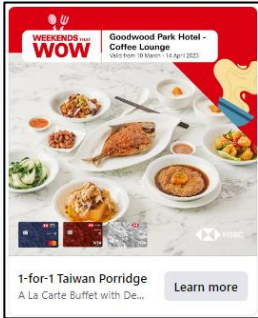
Landings

Campaign page visits
converting to deal
exploration

Facebook emerged as the leading web traffic source with efficient cost per landing. The campaign achieved key traffic and engagement targets, sustaining consumer interest and solidifying HSBC's value proposition for cardholders.

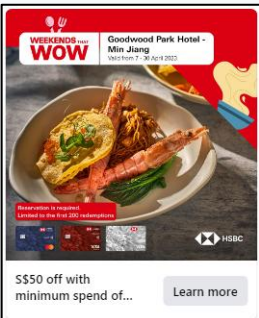
WOW | Campaign Screenshots

7 – 12 Mar



Mar

4 – 9 Apr



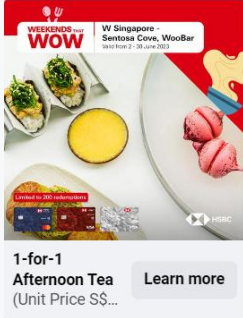
April

2 – 7 May



May

30 May – 4 Jun



June

21 – 26 Mar



18 – 23 Apr



16 – 21 May



13 – 18 Jun

