

# International Friendship Day

Copy, design & incentive  
examples

mention **me**



# Ideas to try

## Visuals

- Friends (taking into account current social distancing restrictions).  
E.g. Friends chatting via video call, sat apart outside
- Multiple products, implying sharing with friends
- IFD badge subtly incorporated into the design to reinforce the message



## Copy examples

### **Be #squadgoals with 20% off for you and your friends**

Simply refer a friend. That's how we like to celebrate Friendship Day.

### **Jane, here's a complimentary gift for you and your bestie.**

Celebrate Friendship Day with us by referring a friend and you'll both get a free bronzer.

### **We're stronger together. Give your workout partner a free one month trial.**

Refer a friend and you'll get a free water bottle, too. #InternationalFriendshipDay

## Incentive suggestions

- Discount
- Complimentary gift
- Subscription
- Charity donation

Your order is complete

*Hey Sammy,  
give your bestie  
the gift of glam!*

Celebrate International Friendship Day  
with us by referring friends. We'll give  
you both 20% off!

Our refer-a-friend programme is managed by Mention Me  
who will process your data and send you referral service emails.  
[More info and your privacy rights.](#)

**Give 20% off**

By accepting this offer you agree to the [Terms and Conditions](#)  
POWERED BY MENTION ME



**INCENTIVE:**

Discount

Your account is now open, Thank you Simon!

## Help your friends save for a rainy day

Simon, give your friends £50 on account when they join us. We'll give you £50 on account for every friend you refer, too.

Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails. [More info and your privacy rights.](#)

**Give £50 to friends**

By accepting this offer you agree to the [Terms and Conditions](#)  
POWERED BY MENTION ME



**INCENTIVE:**  
Credit on account

Your order is complete

# Claire, make your friends smile this Friendship Day

Introduce them and we'll give you both two months of free flowers.

Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails.  
[More info and your privacy rights.](#)

**GIVE FREE FLOWERS**

By accepting this offer you agree to the [Terms and Conditions](#)  
POWERED BY MENTION ME



**INCENTIVE:**  
Subscription

Your switch is complete, Thank you Clara!

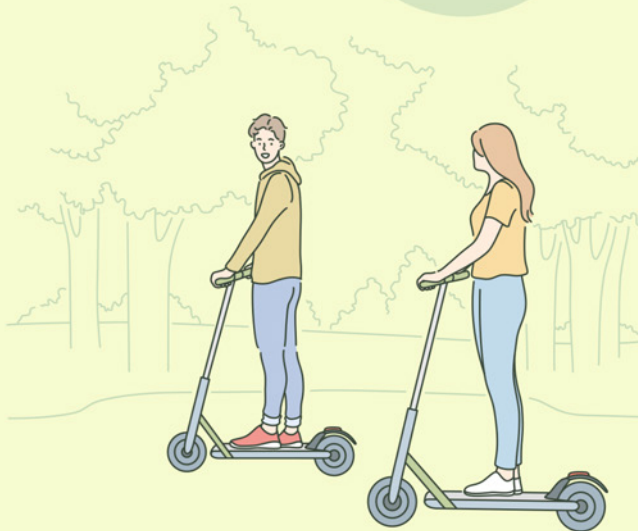
# Go green with friends!

Tell a friend about us this Friendship Day  
and we'll give you both a £40  
Amazon.co.uk gift card when they switch.

Our refer-a-friend programme is managed by Mention Me  
who will process your data and send you referral service emails.  
[More info and your privacy rights.](#)

**Give a £40 Amazon Gift Card**

By accepting this offer you agree to the [Terms and Conditions](#)  
POWERED BY MENTION ME



**INCENTIVE:**  
Gift card



Your order is complete, Thank you Paul!

## Spread the Zen on International Friendship Day

Recommend a friend and we'll give you  
both 15% off your next orders.

Our refer-a-friend programme is managed by Mention Me  
who will process your data and send you referral service emails.  
[More info and your privacy rights.](#)

**Give 15% off**

By accepting this offer you agree to the [Terms and Conditions](#)  
POWERED BY MENTION ME

**INCENTIVE:**  
Discount



INTERNATIONAL  
Friendship  
Day

Your order is complete

# Tom, let's toast to good friends!

Celebrate your mates this Friendship day by giving them 2 free bottles of red with their first order. As a thank you, we'll give you the same!

Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails. More info and your privacy rights.

**Give 2 free bottles**

By accepting this offer you agree to the Terms and Conditions  
POWERED BY MENTION ME



## INCENTIVE:

Free gift

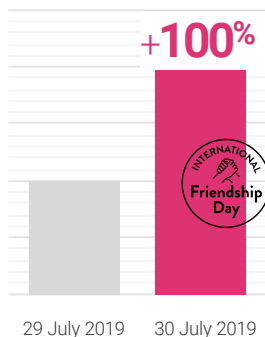


# A major win for brands

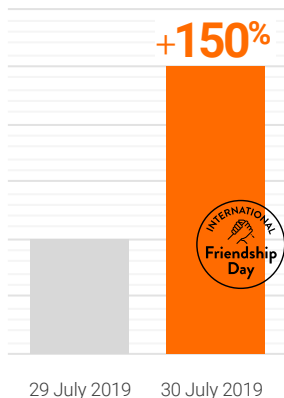
In 2019, we powered International Friendship Day referral campaigns for brands including Schuh, Boux Avenue and PrettyLittleThing.

On average, businesses that ran IFD referral campaigns achieved:

## NUMBER OF REFERRALS



## SHARE RATE

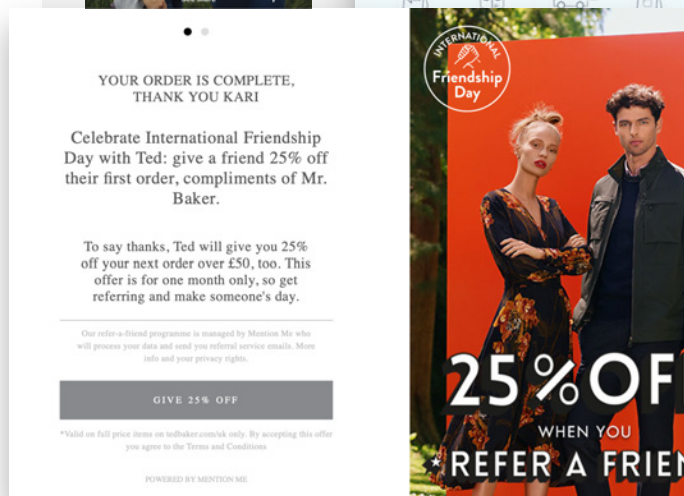
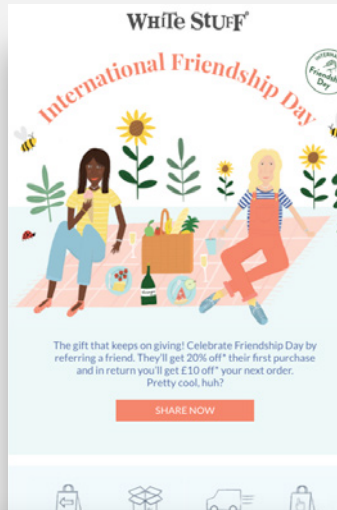


**39**

businesses ran International Friendship Day referral campaigns

**61**

promotion points covered, including solus emails, social media, competitions, landing pages

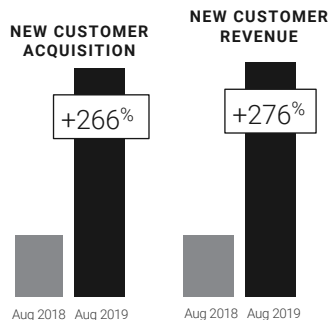


# Client spotlight

Monica Vinader ran its International Friendship Day campaign for a week from 29th July 2019.

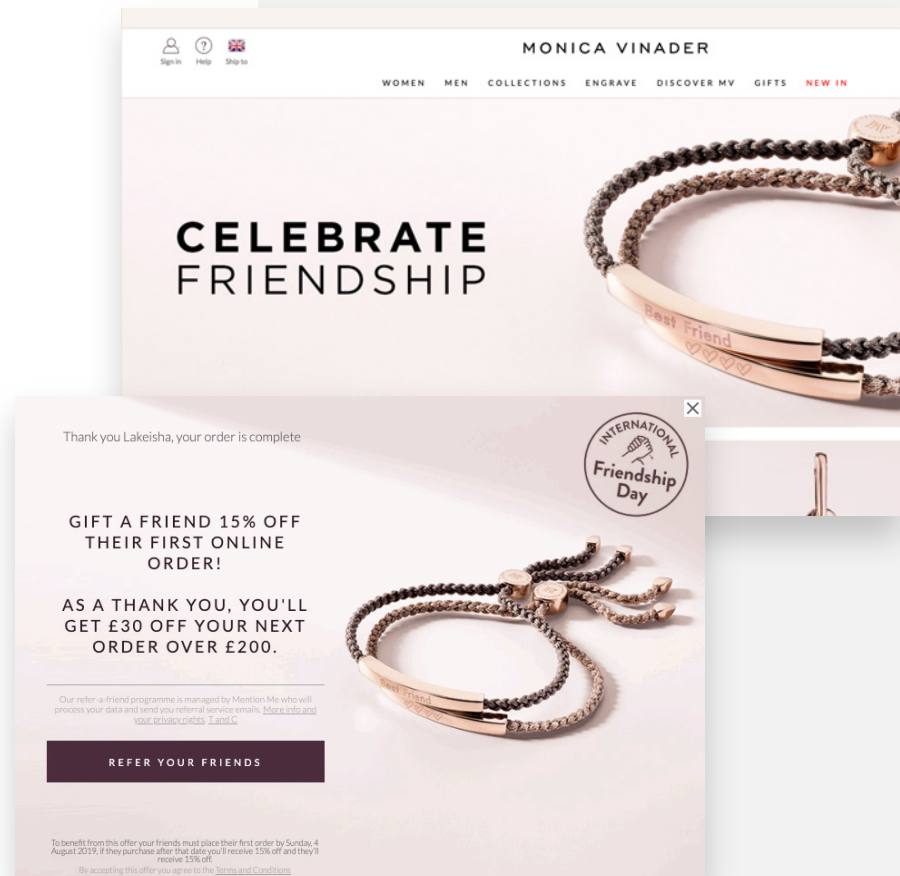
It kept the same offer – £30 off for referrers and 15% off for referees – but added the International Friendship Day logo and sent emails promoting the campaign. It subsequently saw a significant uplift in referral performance.

## Results:



Key results (as shown in graph):

- +266% new customer acquisition
- +276% new customer revenue



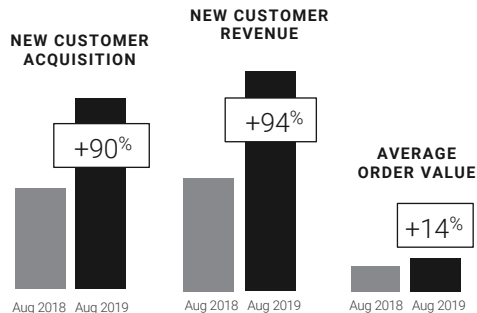
MONICA VINADER

# Client spotlight

Laithwaite's Wine ran its International Friendship Day campaign for two weeks during July and August 2019.

It offered referrers a £40 voucher and referees a discount on their first order, as well as free wine and delivery. Featuring the International Friendship Day logo, the campaign increased numerous core marketing metrics for the online retailer.

## Results:



Key results (as shown in graph):

- +90% new customer acquisition
- +94% new customer revenue
- +14% average order value

The image shows two overlapping promotional cards. The top card is for Kaleb and the bottom card is for Annabelle. Both cards feature the International Friendship Day logo, a bottle of Sans Terre Sauvignon Blanc, and a glass of white wine. The cards contain the following text:

Hi Kaleb,  
Enjoying your wines from  
Laithwaite's?  
Share with your friends and  
enjoy our limited offer of a  
**£40 voucher.**

Plus your friend will get access to an exclusive case  
with up to £61 off plus FREE wine, gifts and delivery.

Our refer-a-friend programme is managed by Mention Me who will process your  
data and send you referral service emails. [More info and your privacy rights](#)

**SHARING**

Hi Annabelle,  
Enjoying your wines from  
Laithwaite's?  
Share with your friends and  
enjoy our limited offer of a  
**£40 voucher.**

Plus your friend will get access to an  
exclusive case with up to £61 off plus  
FREE wine, gifts and delivery.

Our refer-a-friend programme is managed by Mention Me who  
will process your data and send you referral service emails.  
[More info and your privacy rights](#)

**START SHARING**

By accepting this offer you agree to the [Terms and Conditions](#)  
The promotion commences on 01 July 2019 and closes at  
11.59pm on 13 August 2019.

Laithwaite's  
..... WINE .....

# 3 reasons to promote

## **BUILD BRAND AFFINITY**

Help customers celebrate their friendships to create a sense of emotional engagement that keeps them coming back, long after your campaign has ended.

## **INCREASE SALES**

International Friendship Day campaigns are proven to increase core marketing metrics, including new customer revenue and average order value.

## **ACQUIRE NEW CUSTOMERS**

51% of consumers trust their friends' recommendations more than any other advertising. Motivating happy customers to tell others about your brand is an effective way to acquire valuable and loyal shoppers who fit your target demographic.

**From copy to design, together we'll  
make this your best campaign yet!**

**GET INVOLVED NOW**

