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Local spend campaign feathers Kiwi nests

Consumer finance specialist **flexigroup** is providing a much-needed boost to New Zealand retailers through a direct marketing campaign that encourages Kiwis to shop, eat and travel in their own backyard and CEO Chris Lamers is calling on other businesses to do the same.

flexigroup delivers some of New Zealand's most popular interest free finance products including Farmers Finance Card, Q Mastercard, Q Card, Oxipay and Flight Centre Mastercard, which support everyday spending as well as life's larger purchases.

The company has focused its marketing effort on encouraging 630,000 customers to shop local supported by extended finance offers and special deals as well as the chance to win all-expenses-paid holidays across New Zealand; including a luxury holiday valued at \$10,000 (Q Mastercard), a Queenstown getaway (Farmers Finance Card & Farmers Mastercard) or a Kiwi escape (Flight Centre Mastercard).

Oxipay customers were also given the chance to win back the cost of any spa or beauty treatment up to \$500 as part of **flexigroup's** support for big and small retailers.

flexigroup has seen a significant boost in sales volume as a result of the campaign and CEO Chris Lamers hopes other companies will pitch in on the effort.

"Our campaign has local business – our mechanics, vets, hairdressers, pub owners and sales assistants – at its heart and we're pleased at how well it's resonating with our customers. We are seeing sales volumes grow significantly every week and money going directly into the pocket of business owners, suppliers and distributors who keep our communities strong and employ so many," says **flexigroup** CEO Chris Lamers.

"In addition to promoting the benefits of travelling around NZ, it's also great to be injecting some money back into the tourism sector with our luxury holiday prize packages and working alongside our friends at Flight Centre to offer three lucky winners a magic Kiwi escape through July and August."

"Through lockdown, our priority was on supporting and protecting our customers from financial hardship and making life easier for them through an uncertain and difficult time. As restrictions started to lift, we wanted to support our retail partners to regain the momentum they had lost and get our economy pumping again.

"I urge other business leaders to consider how they can muster their resources to provide direct support to Kiwis who are battling to save their livelihoods."

“By far the biggest spend out of lockdown was in the home renovation categories, as you would expect, but we are now seeing strong growth out of the retail sector generally and within hospitality and local tourism as people venture further from their comfort zones and show our local businesses some love.”

“With interest free terms, payment holidays and the option to accumulate reward points, our products have always been a popular choice for people and we are pleased that our customers have an affordable way to support local business when they purchase the products and services they need.”

flexigroup kicked off spend local campaigns in May and will continue to run them to support local business and tourism through the winter months.

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For more information:

Rebecca Emery

Phone: 027 558 0946

Email: rebecca.emery@flexicards.co.nz