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**Product Launch Free AMA Membership with a Drone Purchase  
at Best Buy Case Study**

**Situation**

In 2015, drones were quickly becoming a popular mass market product. Drones were the “HOT” gift item for Christmas 2015. The retailer, Best Buy planned a three-month holiday marketing effort to sell drones for Christmas. This involved stocking drones, creating point-of-sale displays and advertising. Retail and online retail competition was expected to be significant. Price point was going to be a key purchase driver. Best Buy wanted a competitive advantage by adding more value to the product. In addition, they wanted to be recognized as promoting safe drone flying. I pitched Best Buy in bundling a free AMA membership (\$75 value) with selected drone purchases. In addition, provide communications to promote safe drone flying.

**Timeline:** Ten weeks to launch.

**Product Development and Launch**

Worked directly and coordinated cross-functionally with the Best Buy new product launch team. Gift card development, IT, Product management and buying, Retail merchandising, Product retail training, Marketing communications for public relations and advertising.

**Strategy**

1. Created a gift card for a free AMA membership to be bundled with the purchase of selected drones. Best Buy would compensate AMA \$75 for each gift card redeemed.
2. Persuade purchaser of a drone at Buy Best to redeem their gift card for a free AMA membership.
3. Educate purchasers about AMA safe flying guidelines and how to fly safely and responsibly.
4. Created a unique URL and membership enrollment landing page. It promoted membership benefits, safe flying guidelines and persuaded purchasers to redeem their free membership gift card.
5. Best Buy promoted the program in their Sunday inserts and online. Increased awareness for AMA.

**Metrics**

The three-month program generated 1,485 new members and \$111,375 in dues revenue.