

Capitalising on Customer Loyalty: Brand Extension into Financial Services

Retail



The Challenge

Priceline, a large and rapidly growing Australian health and beauty retailer was planning to launch a range of financial service products, using its ClubCard member base of 1.8 million as a platform. Steps had been made by the organisation to investigate the market and potential offerings. However, limited resources with the right knowledge base were severely constraining progress.

The Task

Having worked out an appropriate launch timetable, Affinity Maker™ was asked to identify providers for a range of financial products that were not already under development, only involving the brand at the final stages of selection. We also worked with the providers and the brand to craft a range of features and benefits that would make the products compelling to their customer base as well as devising the launch programme.

The Results

Due to a change in strategic direction, the project was halted prior to launch.

It was planned that, after launch, Affinity Maker™ would manage the relationship between the brand and the providers to drive maximum value from the relationship. As a result of previous experience, the brand had recognised our value in this area and asked for our help.

"Despite the fact that the launch didn't go ahead, we were very happy with the preliminary work Affinity Maker™ did with us. Had the landscape changed, we certainly would have re-engaged them."

Simon Burrow,
Marketing Director (2001 – 2006)