

Sales

Client: A Credit Card Provider

Objective

To achieve over 250,000 credit card applications annually of client range of affinity and leading brand credit cards.

Process

To ensure targets are achieved by concentrating on recruitment, to compliment the existing field force, but also to place great emphasis on their training and development. This included tuition direct from the client, supported by on the job training. In addition, ongoing training was provided by experienced field managers to maintain high quality applications from the correct customer profile. Sales activities were concentrated at service stations, supermarkets, shopping centres, exhibitions and outdoor events throughout the country concentrated in selling-in the benefits of the Credit Card.

Results

In 2003 all targets were exceeded, achieving a total of 183,750 applications. During this time the activity progressed into additional markets, including safari parks, premiership football clubs and train stations. Consistently high approval rates have generated new customer accounts for the client.

Merchandising

Client: A Chewing Gum Manufacturer

Objective

Launch a Chewing Gum within the Independent Sector.

Call on 50,000 nominated Independent Retailers to merchandise free stock.

Attach new unit for Chewing Gum to the existing display stand.

Report back on rival product launch for a Company competitor.

Process

170 Merchandisers and 16 Team Managers.

6 x Face-to-Face briefings, all on the same day nationwide for the whole team.

A 4-week long campaign to achieve a huge impact for the brand in short time frame.

Reporting and Results available for the client next day via Internet.

Results

Product sited in the hot spot in 91% of outlets visited.

Only 30% of outlets had already purchased the product before the field marketing agency visited.

Only 5% of outlets were stocking the competitor product.

Auditing

Client: A Consumer Electronics Manufacturer

Objective

Deliver consistent compliance reporting in key computer retailers for supplies products (ink cartridges, toner, media).

Process

Benchmark activity followed by an ongoing activity on a statistically representative sample for each store group by country.

Generic, pan-EMEA(*) audit undertaken in 28 countries.

Pan-EMEA results produced and analysed (EMEA, country and at store group level).

Results

The Company receives consistent compliance information which is used in terms/contractual negotiations with retailer head offices. Key information provided is invaluable to aid the Company to adapt or modify its in-store marketing strategy.

(*) EMEA: Europe, Middle East and Africa

Sample & Demonstrating

Client: A Household Appliances Tools Manufacturer

Objective

To drive sales and distribution of Brand X and Brand Y products in B&Q Warehouse and Homebase stores through effective in store demonstrations to end user consumer.

To increase awareness of Brand X and Brand Y products and sell the benefits of the quality of Company products over competitor and own brand products.

To increase both Brand X and Brand Y profile and build brand community.

Process

Activity focused around peak sales period of Christmas.

Recruitment of 48 skilled trades people to demonstrate Power Tool products and 2 Team Managers via 6 x days of face-to-face interviews.

3 separate 2-day skilled practical face-to-face training sessions at Company head office.

700 Brand X demonstration days over a period of 10 weeks, and a further 200 additional demonstration days for Brand Y.

Results

A total of 24,627 demonstrations with 6,743 sales as a direct result of these demonstrations.

A 28% hit rate across all brands.

Sales: 5, 463 Brand X and 1, 280 Brand Y.

Average 9.65 sales per day.

Mystery Shopping

Client: A Brewer Producer

Objective

To check that the agreed promotion of a premium beer was being implemented and the product itself being served correctly to customer.

Process

Teams of two (one mystery drinker and one driver) called on 1200 pubs within a two week period, three times per annum for three consecutive years. They recorded:

- whether the beer on promotion was offered;
- whether the service criteria for the product were met.

If the outlet was successful on both counts a prize was immediately awarded. The perceived value of the prize increased with each cycle and all outlets which won on every cycle entered a major prize draw. In the event of the criteria not being met, the mystery drinker left a sticker on the base of the glass indicating a call had been made.

Results

The agency produced results by outlet each cycle, cumulative throughout the year and year on year;

Training needs in individual outlets were identified and addressed; Pub staff were motivated by the opportunity to win instant prizes of increasing perceived value.

Implementation of promotional activity increased on a 'pub by pub' basis;

Promotions, Roadshows & Events

Client: A Mobile Telecom Operator

Objective

To educate the student consumer about a Mobile Telecom Operator (MTO) products and services with a key focus on 'picture messaging' technology

Process

Taking advantage of the Fresher Fair weeks enabled the capture of the student audience. A roadshow was designed to visit various universities, nation-wide, over a 5-week period. A team of personnel were recruited, trained and managed to represent the MTO, and its products and services to the student population. Castings took place across the country to ensure the right staff were chosen to meet brand criteria. Staff had to be bright, enthusiastic, technology-wise and able to use their initiative. In order to identify with the student audience a young and trendy staff were selected.

Branded vehicles transported teams and stock, creating immediate impact on arrival on campus.

As well as obtaining the clients literature and freebies, consumers gained first hand experience of the latest MTO handsets, with the roadshow team on hand to discuss the full services provided by MTO

Results

A total of 60,000 students experienced the roadshow during the 5-week period.

Customer Care

Client: A Computer OEM (*)

Objective

To provide quality customer support at low cost to cement brand loyalty through positive customer experiences. The company's RFP process included requirements such as: 1) 24 x 7 support in 7 languages; 2) Ability to rapidly expand service to meet expanding market 3) Rolling training program enabling customer contact agents to stay abreast of the latest product releases; 4) The ability to develop low cost solutions, such as Web-based and email support 5) Provide customer feedback on product issues

Process

It was conducted a pre-program assessment to determine the OEM's and its customer expectations. Through a combination of in-sourcing and out-sourcing, it was provided a custom mix of people, processes, and technology that enabled the OEM to remain focused on growing its business while The Field Marketing Agency centred on the client's world-class customer support. The team deployed new in-sourced processes designed to enhance the customer experience for existing lines of business and the critically important new products.

Results

Customer surveys showed a consistent level of customer satisfaction following contact, rating at 75 percent "overall very satisfied" and above and support costs were in line with the Clients profit margins.

(*) OEM: original equipment manufacturer

Consulting

Client: A Consumer Goods Manufacturer

Objective

To launch a new pain relief product category without having any historical data. Consumers needed to see the new product to fully understand it. The objective was to find groups of consumers with the greatest potential for using the three product variations regularly and then to deliver the appropriate product sample directly into their hands.

Process

Started with a national pre-launch survey to identify consumers with a high potential lifetime value as users of the new product. Based on data from the survey and other areas, it was created a highly targeted sample mailing to get the product into the hands of 2.7 million known muscle pain sufferers.

Results

Launch sample packages had the best ROI of any other medium. The multiple surveys experienced up to a 65% response rate. 30% of the respondents referred another potential customer, proving that word-of-mouth is a powerful marketing tool for acquiring new customers.

30%+ of the respondents opted in to receive email, demonstrating that consumers want to hear from brands when they see value.

Distinct customer segments have been identified which will make ongoing loyalty mailings highly relevant and personalized to consumers.