

# CLIENT: COLLINSON GROUP

Various marketing collateral

Winning the hearts and wallets of the affluent global middle class

10-15% More affluent groups represent 10-15% of total income but are a highly valued and loyal customer group.

THE FOUR TRIBES

- 1. Prudent Planners**
  - 76% of affluent consumers are married
  - 31% of affluent consumers have children
  - 41% of affluent consumers have a mortgage
  - 70% of affluent consumers own a car
  - 32% of affluent consumers have a second home
  - 78% of affluent consumers have a pet
- 2. Stylish Spenders**
  - 8% of affluent consumers are single
  - 90% of affluent consumers are tech-savvy
  - 61% of affluent consumers are digital natives
  - 67% of affluent consumers are social media users
- 3. Mid-Life Modernists**
  - 28% of affluent consumers are in the 40-50 age range
  - 90% of affluent consumers are tech-savvy
  - 61% of affluent consumers are digital natives
  - 67% of affluent consumers are social media users
- 4. Experienced Travelers**
  - 76% of affluent consumers have traveled abroad
  - 67% of affluent consumers are social media users

GLOBAL KEY STATISTICS

- 69% Place family, education and experiences ahead of luxury products
- 64% Prioritize to live for the future
- 62% prioritize to provide for their families
- 3rd Overall to the connectivity and protecting the environment

TRAVEL TRIBES BY COUNTRY

- India: 9.9th highest number of affluent consumers globally
- Brazil: 5th highest number of affluent consumers globally
- China: 2nd highest number of affluent consumers globally
- Italy: 10th highest number of affluent consumers globally

GLOBAL TECHNOLOGY STATISTICS

- 10% of affluent consumers use mobile devices

Infographic



Exhibition Stand

ANNOUNCEMENTS / APPOINTMENTS

CASE STUDY

Business acquisitions, client wins, launches and staff appointments all provide a platform for news which can help convey specific information or messages that you want your target audiences to hear - whether it be benefit to clients of a new product or service, or linked to business strategy or growth.

Below are some examples of where these tactics have been used to help positively position our business and its people to our target media.

**Appointments**

Announcing key staff appointments to relevant press functions the media with news while connecting with your target audience through the industry titles they frequently read. It also allows you to maintain media profiles and connections when the appointment means for your brand, division or region alongside any other relevant messages.

Control PR worked with ICD, A&G and Group to announce the appointments of Simon Morgan, Nancy Wilson and Peter Daniels. Each release focused on the knowledge and experience each were bringing to their roles and how this aligned with sector product strategy to ensure relevance to the target audience and provide a platform for onward engagement.

**Launches**

The announcement of the consolidation of our insurance and assistance capabilities - and the launches of the India and Australia brands was a robust trade media story. Releases were drafted well in advance of the official announcement and on the day briefings with David Evans arranged with key insurance titles several weeks beforehand.

Subsequent coverage appeared across the core insurance trade publications. A planned approach and news offered to the media on launch day gave rise to more prominent pieces than had we merely issued a release.

For PR opportunities please call +44 (0) 200 725 0175 or email Louise.Nagy@collinsongroup.com

RESULTS

In each case coverage was achieved in a variety of outlets using a mixture of targeted distribution via PR agencies where available and also Collinson's access to media relations via our internal PR team. All pieces consolidated the appointments to create informed, strategic pieces.

For PR opportunities please call +44 (0) 200 725 0175 or email Louise.Nagy@collinsongroup.com

Case Study Sheets

END-TO-END LOYALTY SOLUTIONS TO ACQUIRE, ENGAGE AND RETAIN CUSTOMERS

Understand that customers increasingly expect to be rewarded and recognised for using your products and services over that of another provider and they want rewards that recognise their individual preferences and behaviour. We also know that with the backdrop of increasing regulation and disruptive new competitors, you need to work harder to acquire more customers, differentiate your proposition and deliver new ways of funding customer loyalty.

Our proprietary loyalty solutions bring together award-winning loyalty capabilities and technology, best in class earning and redemption enhancement capabilities with powerful content engines, and a range of marketing services and customer benefits that can be combined or used individually to address your customer and business goals.

**CAPABILITIES**

- Loyalty engine
- Loyalty member portal
- Online earn
- Online redemption
- In store POS redemption
- Analytics
- Car linked offers

**CONTENT & BENEFITS**

- Merchandise
- Gift cards
- Online travel booking
- Travel points transfer
- Partnerships
- Merchant offers
- Airport lounge access

**SERVICES**

- Loyalty strategy
- Customer insight
- Customer segmentation
- Programme design
- Member management
- Offer optimisation

**PLATFORM**

- Range of flight, to your preferred booking
- Available to redeem widely
- Tailored travel rewards and offers
- Easy search functionality
- Automatically checks real time availability
- Fast checkout facility

**flexibility**

your customer's choice and flexibility - but delivering this can mean the availability of flights and other travel products for booked by your travel partners. With Travel from Collinson Group, your customers the ability to spend their points on a range of travel solutions from a wide variety of airlines, hotels and other travel providers through its integrated real-time booking process, and serviced by a network of in-country travel management companies.

**INTERACT**

Optimised customer experience

You want your customers to find the rewards they want quickly and easily. With Travel, dates and destinations selected are checked in real time for availability and customers can filter results to find the reward that best suits them. And because Travel is fully branded, your customers will associate this great customer experience with your programme.

**TRANSACTION**

Encouraging redemption

You want your customers to spend their points because it drives increased engagement with your programme. As well as helping customers to find the rewards they want, Travel guides them through a simple and familiar booking process, offering a choice of payment options, allowing them to input their travel details and emailing travel documents direct to the member.

Product Sheets