



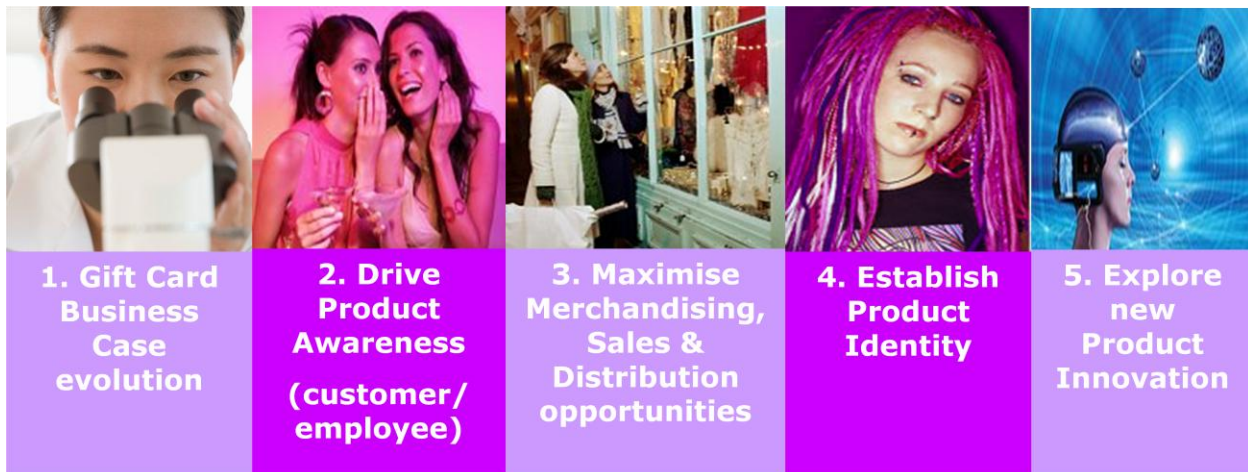
## CASE STUDY:

# GIFT CARDS

### Market Situation/Problem

Poor financial performance and limited consumer appeal were the attributes associated to our clients Gift Card business. In a market where competitors were experiencing a healthy 10%-20% annual growth rate, our clients' Gift Cards were barely reaching 5%.

### Our Approach/The Solution



Our five-stage approach focused on:

- Analysing the key performance indicators and establishing targets
- Market/Industry/Competitor/Product Analysis
- Brand alignment
- Marketing & Sales strategy and plan created and implemented
- Re-launching and re-designing the Gift Cards & merchandising
- Identifying the target markets and testing concepts with the target markets
- Campaign creation, monitoring, controlling and management
- Exploration and development of product innovation

### Result

Sales (£) increased by 37% and volume (units) increased by 30% year on year. Continuous improvement methodologies were implemented to ensure continued growth for this product.