


Creative Solutions for Captivating Customers

Intention, Strategy, Impact & Results



I always shop with this brand, it's my go-to place. I love their communications and customer portal – it's like they were **made just for me!**



We want our customers to have a **memorable, enjoyable experience** when shopping with us. It's those positive interactions that drive frequent visits and nurture **true loyalty**.


I only bought a perfume here once, but I **became a member** because I liked the offering so much. They share interesting news, you can vote on ideas, and I get access to sales before anyone else.






Intuitive design, creativity, and an innovative understanding of the user is built into every touchpoint customers have with us, so there are more reasons to explore and discover.


I can spot something on Instagram, follow the link to add it to my Wishlist on the app, and **my activity is always up to date** and on track whether I'm browsing from my laptop or phone or checking in store.






Our clients are at the centre of our **omnichannel strategy**. They can buy when, how, and where they want, and no part of our process lets them down.

Others are closer, but I prefer this supermarket chain because I can choose between **different payment methods** and all of them are completely safe and simple. I've never had issues around data security or payment errors.





The payment stage is crucial. It has to transmit a sense of **security and simplicity** or else it ruins the whole customer journey and can lead to them just abandoning the process.

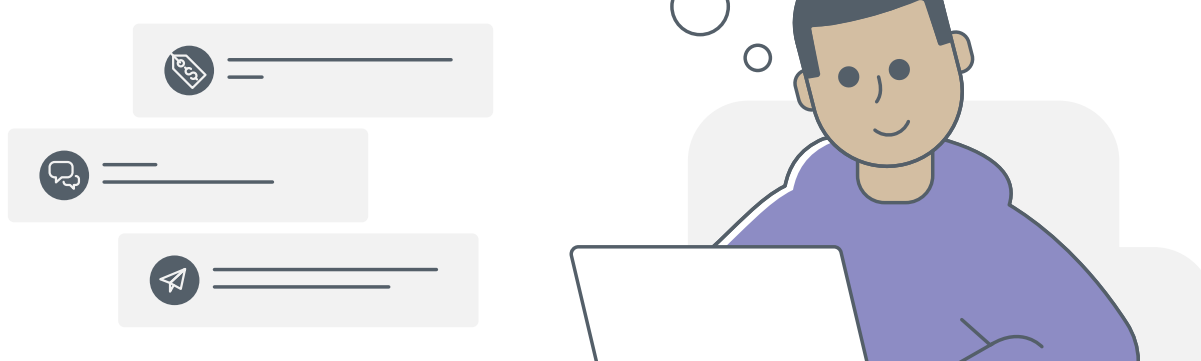
If I turn on **geolocation**, I get notified of relevant **offers and activities in my area**, like promotions in local stores or discounts at nearby bars and restaurants. It's great for when I'm on the go!






We make an effort to ensure our **communications are relevant** and our responses are empathetic to different profiles and needs.

Through notifications, social media, and emails, I'm up to date but not overwhelmed as **I'm in control** and I can easily change my settings.





We're with the customer through their journey to purchase, offering specific information relevant to their interests, without **being invasive or distracting**.

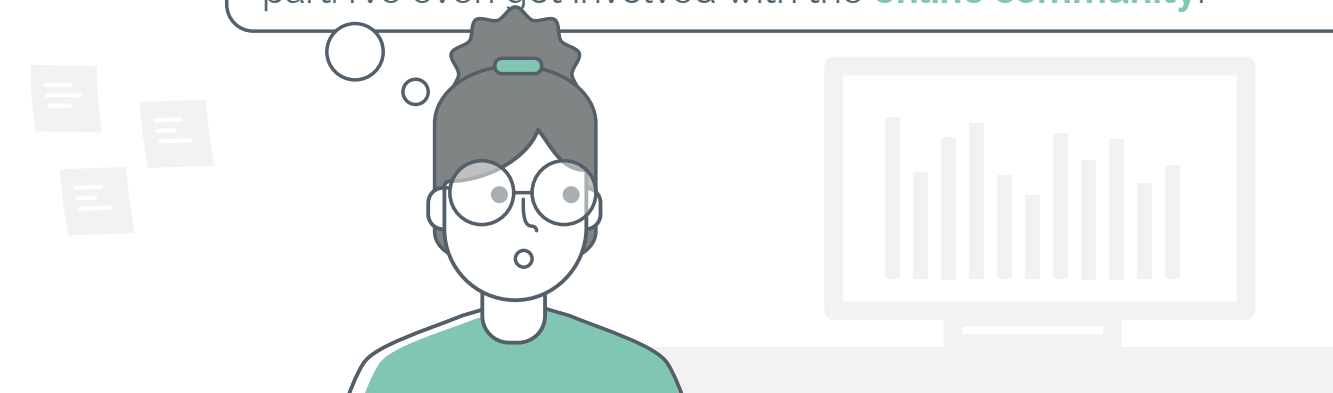
I made a resolution this year to only **shop ethically and sustainably**. I felt so happy to find a brand that clearly communicated how it sourced and produced its products.






Our commitment to **sustainability and the environment** is more than just messaging. It is an objective that began with our employees, but it has really resonated with customers and members.

I never usually get hooked to apps, but I'm obsessed with **checking my progress** just because it's so easy to see and take part. I've even got involved with the **online community!**





Launching the **gamified elements** on the app has had an incredible impact. The features completely won over our customers and participation and activity is up significantly.

For once I don't regret signing up to a loyalty scheme. I love the brand, not just the products or because I get rewarded for a purchase, but because **I feel engaged and connected** with what they do and how they do it.





The aim of the solution isn't just to build our membership – we want to also **emotionally connect** with them to build a **lasting and meaningful relationship**.