

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!**



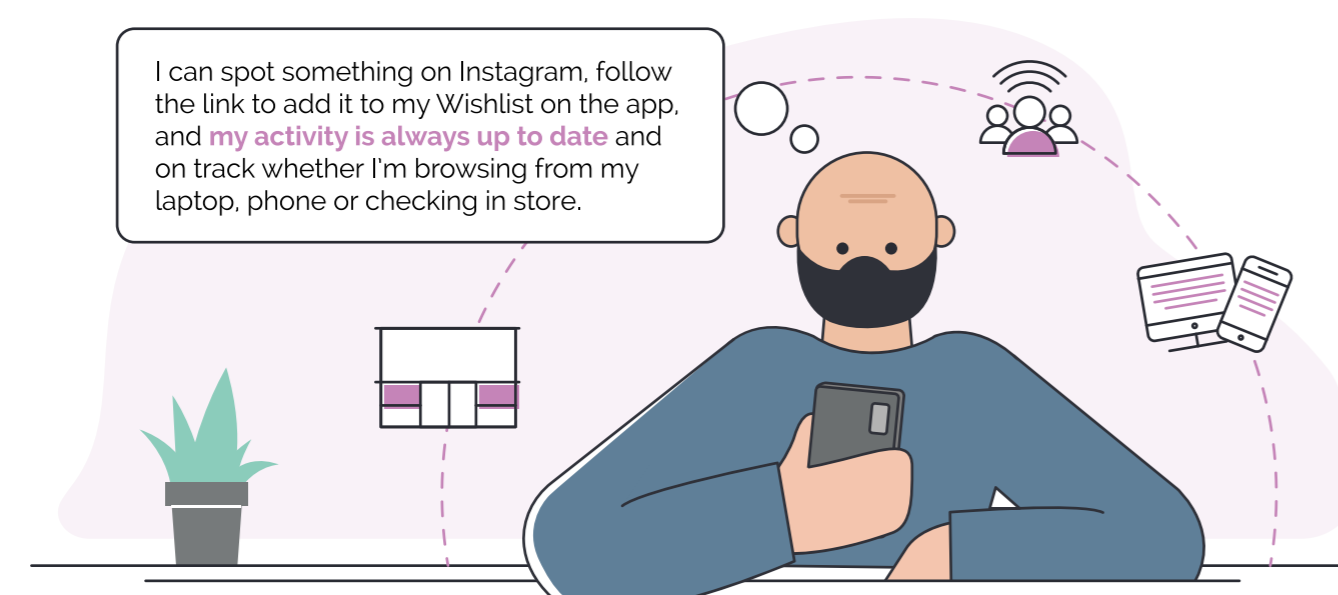
We want our customers to have a **memorable, enjoyable experience** when shopping with us. It's those positive interactions that drive frequent visits and nurture **true loyalty**.



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, 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 payments errors.



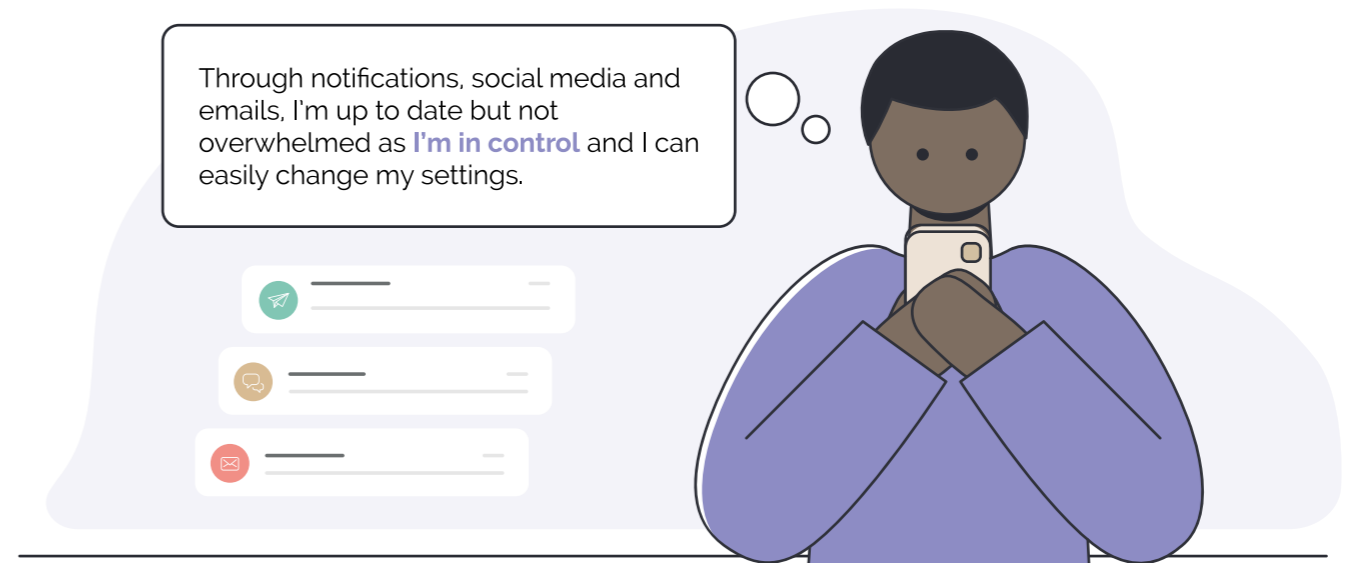
The payment stage is crucial. It has to transmit a sense of **security and simplicity** or else it ruins the whole customer journey and can lead to them just abandoning the process.



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.



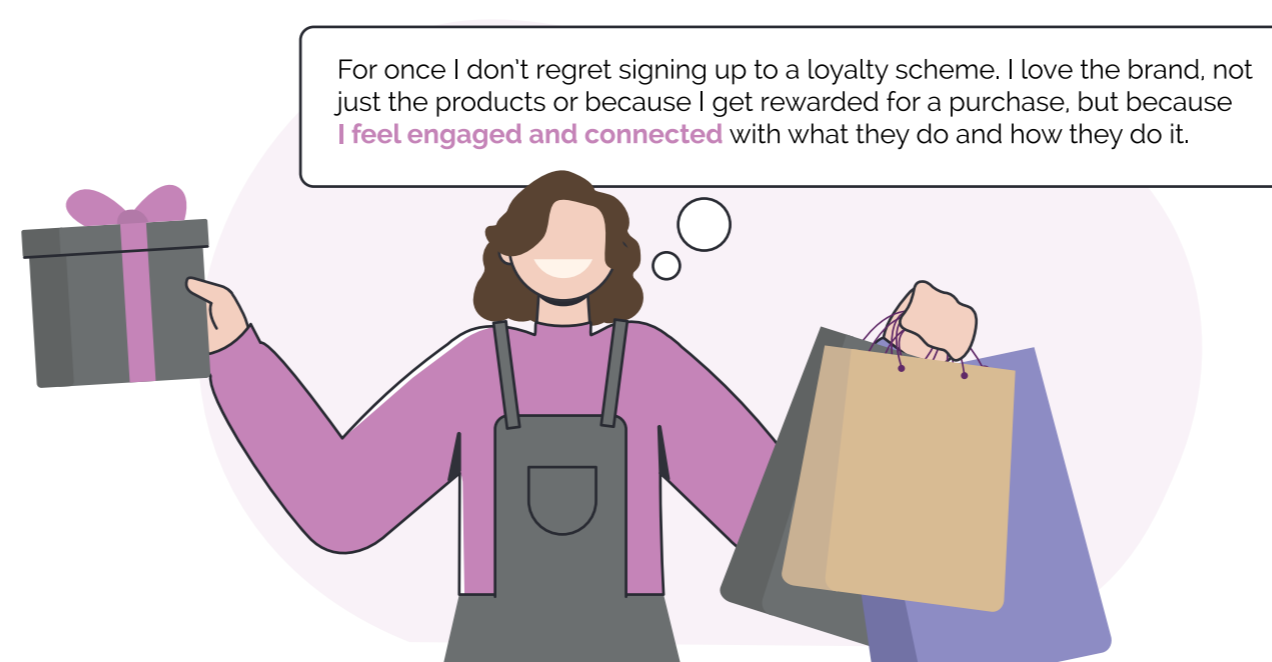
Our commitment to **sustainability and the environment** is more than just messaging. It is an objective that began with our employees, but it has really resonated with customers and members.



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.