

## CLIENT SUCCESS STORY

# Tesco Clubcard

### The Brief

Back in 2014 British supermarket chain Tesco contacted GFM to help them with a promotional marketing campaign for their renowned Clubcard scheme. More specifically the client wanted to enable customers to redeem their points locally and therefore wanted to initially recruit independent restaurants in the Liverpool area. This promotion needed to be managed in its entirety from concept generation through to promotional pack creation and recruitment.

### Our Solutions

In response to the brief we; performed extensive market research, designed and created all supporting marketing materials and performed an intensive 3 week recruitment drive in the Liverpool area. These promotional activities were also supported by our expert call handling services. As a result, our team successfully; recruited double the amount of required partners, increased customer retention rates and processed thousands of redemptions.

## OVERVIEW

- \* Restaurant partner recruitment
- \* Intensive 3 week drive
- \* Concept generation
- \* Extensive research & preparation
- \* Created recruitment packs



200% partners recruited against target



Increased retention rate of customers



Thousands of redemptions



*GFM ClearComms exceeded both our expectations and targets in recruiting new partners for our renowned Clubcard scheme with their B2B telemarketing services.*



Clubcard Channel Manager  
Tesco