



CLIENT SUCCESS STORY

Times+ Offers

The Brief

Back in 2014 British national newspaper The Times contacted GFM to help them recruit venues for their renowned online Times+ Offers promotion. More specifically, the client wanted to give their digital subscribers the chance to save money on dining, hotels, leisure and family trips. This promotion needed to be managed in its entirety from concept generation through to recruitment and reporting.

Our Solutions

In response to the brief we; created all necessary supporting marketing materials, recruited over 7,000 independent and chain partners and regularly communicated campaign performance back to the client. These promotional activities were also supported by our expert contact centre services. As a result, our team was able to offer Times+ subscribers with exclusive discounts at an incredible selection of venues throughout the UK.

OVERVIEW

- ✦ Concept generation
- ✦ End-to-end campaign management
- ✦ Creation of recruitment collateral
- ✦ Partner recruitment
- ✦ Performance reporting



7,000+
partners recruited



Increased online activity



Thousands of online redemptions

“ GFM ClearComms has provided an outstanding customer experience to our readership since 2014 through their high quality Omni-Channel and promotional marketing solutions. ”

Head of Operations
The Times