wpn chameleon

Launching FS d2c brands the role of direct marketing

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The next 15 minutes

Launching D2C Businesses in the UK

1. The agency perspective
2. Completing the Rosland Story
3. Another example: HomeServe UK direct response

The dm perspective: it's all about moving people

It's easy to amuse people.

It's harder to get people to think.

But to move people to **act**… that's the hardest job in marketing.

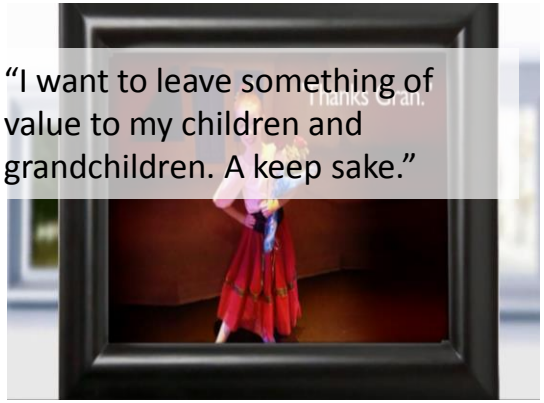
Here's how we used creativity, research, technology, insight, and some hard-learned techniques **to move people** to response to Rosland…

Completing the Rosland story

The first steps

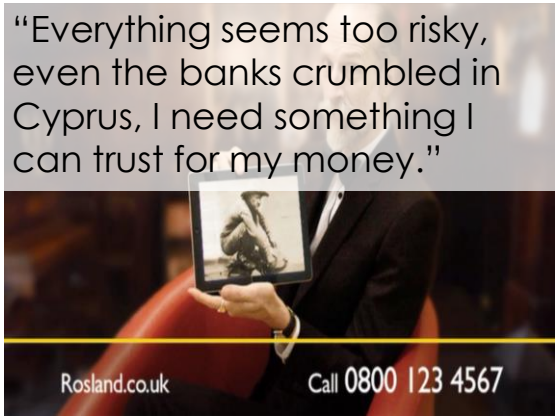
- We explored UK consumers to understand best approach, 4 territories were created based on 4 different insights

Cell A: Tangible



Cell B: Legacy

Cell C Tax-Free



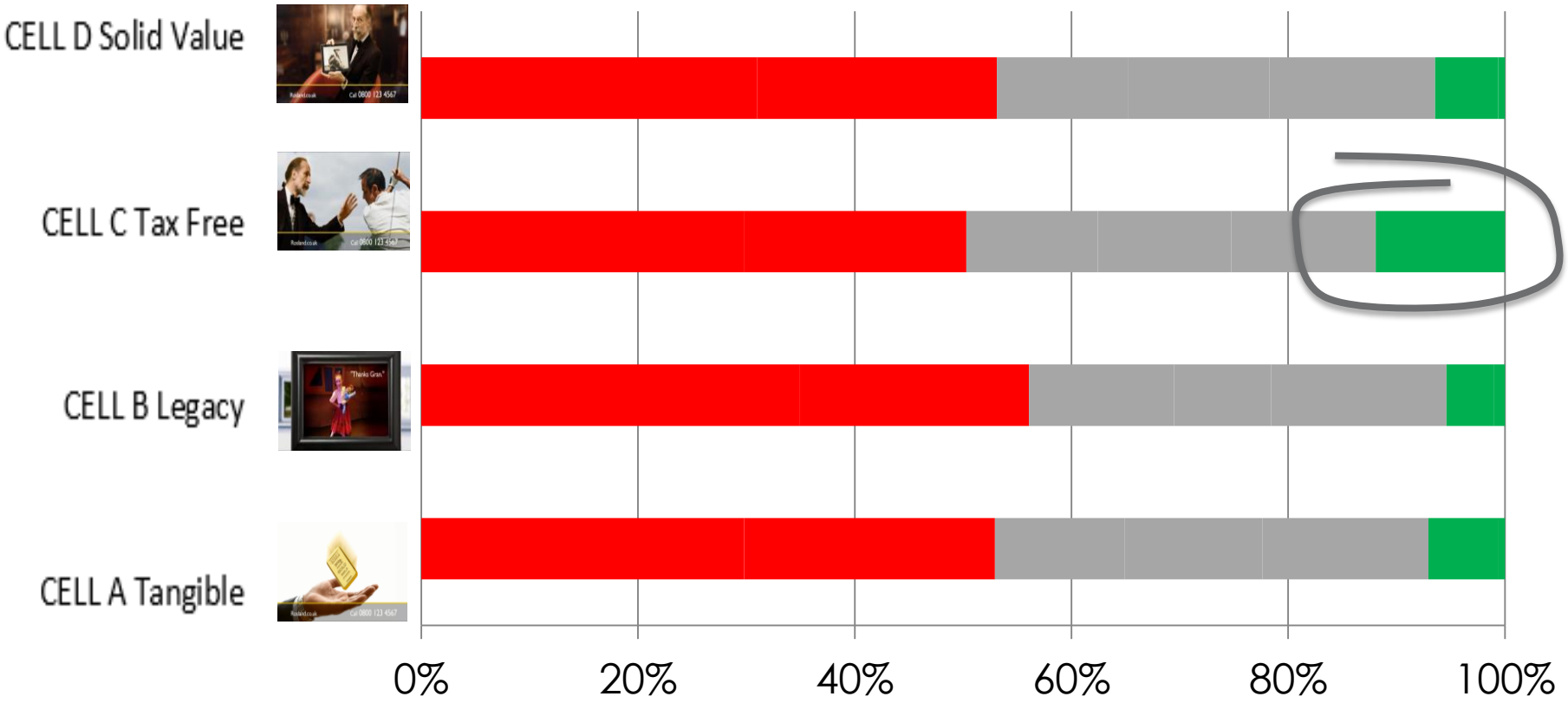
Cell D: Solid Value

The Tax-Free route

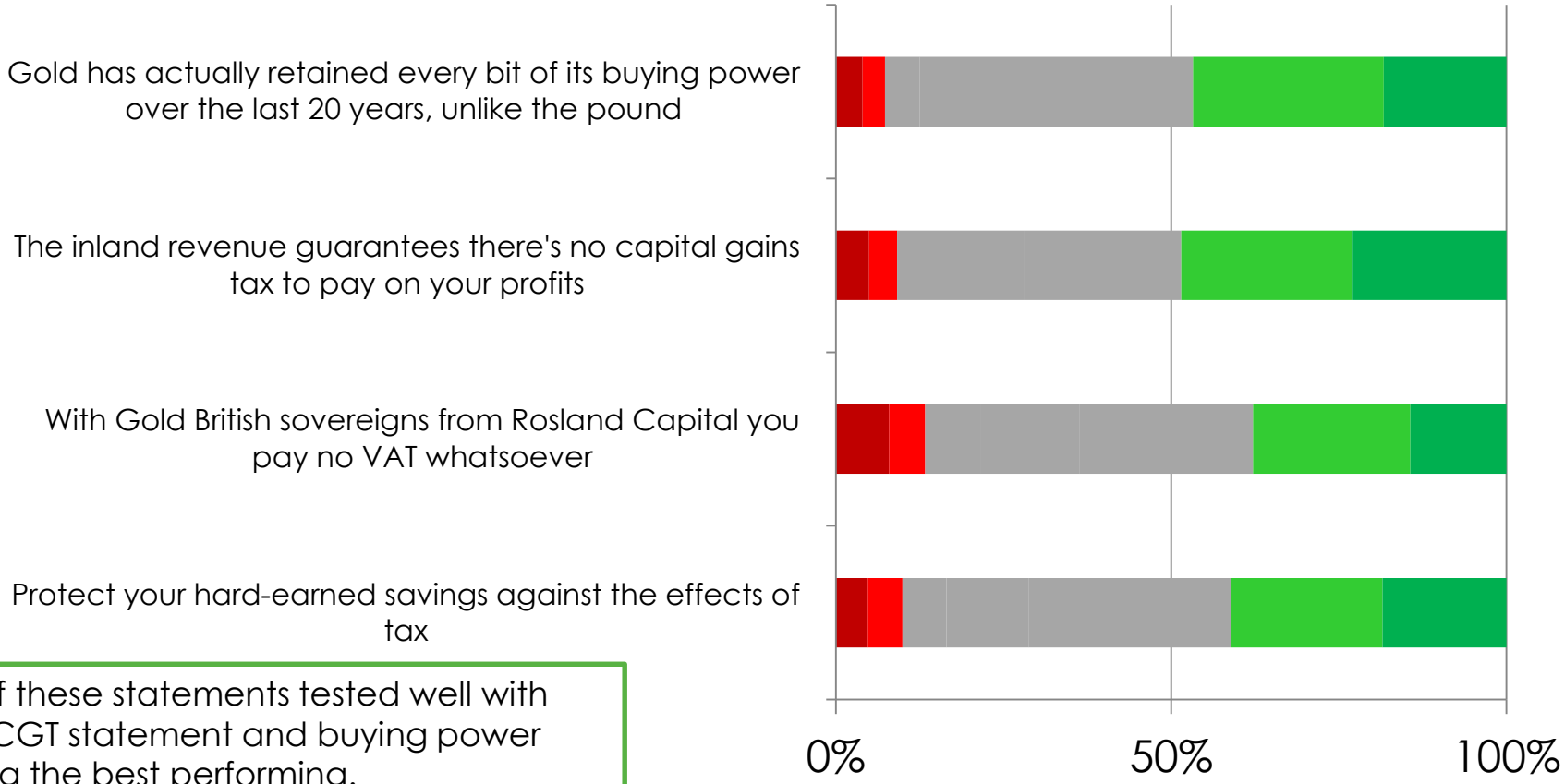
"I don't want my hard
earned money taxed-twice!"

How did people respond?

Tax-Free Proposition is significantly more responsive



What are the strong messages?



All of these statements tested well with the CGT statement and buying power being the best performing.

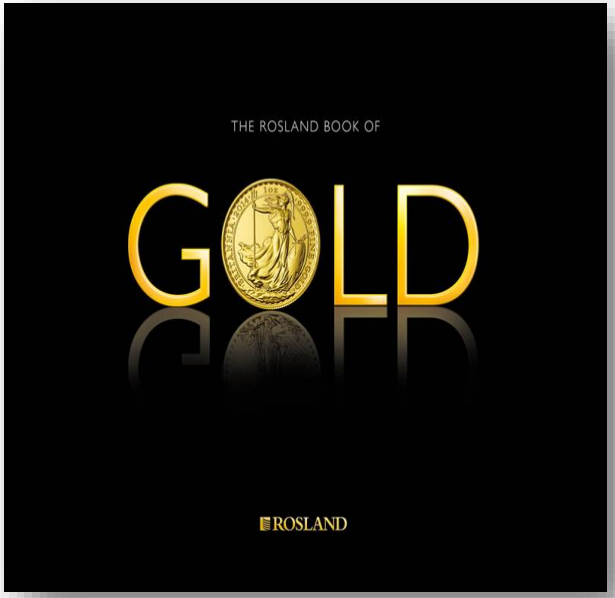
Question: On a scale of 1-7 with 7 being most compelling and 1 being least compelling, what messages in the ad did you find most compelling reasons to buy gold?

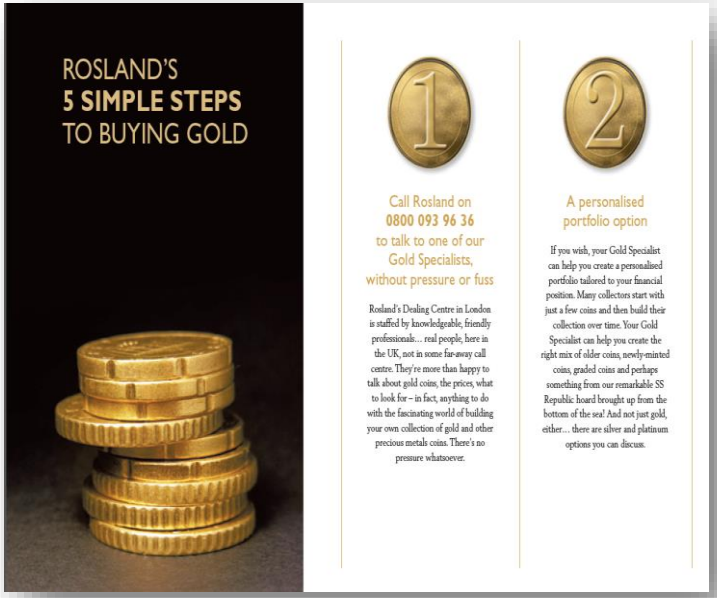
Key points we learned from response insight

- Tax free filmcept with messages on tax free, strong performance and britishness worked well
- A "Mr Gold" character adds cut through
- British probity is important
- The case for gold needs to be made, people are needing hard facts that support why you should buy rather than trying to build on any currently held conceptions.
- Positioning gold as reliable and safe is important
- Storage solution incentives should work well
- Building reassurance for Rosland needs to be further explored but is CRITICAL: this research says clearly that prospective customers will look you up on your website for reassurance.

A forced redirection

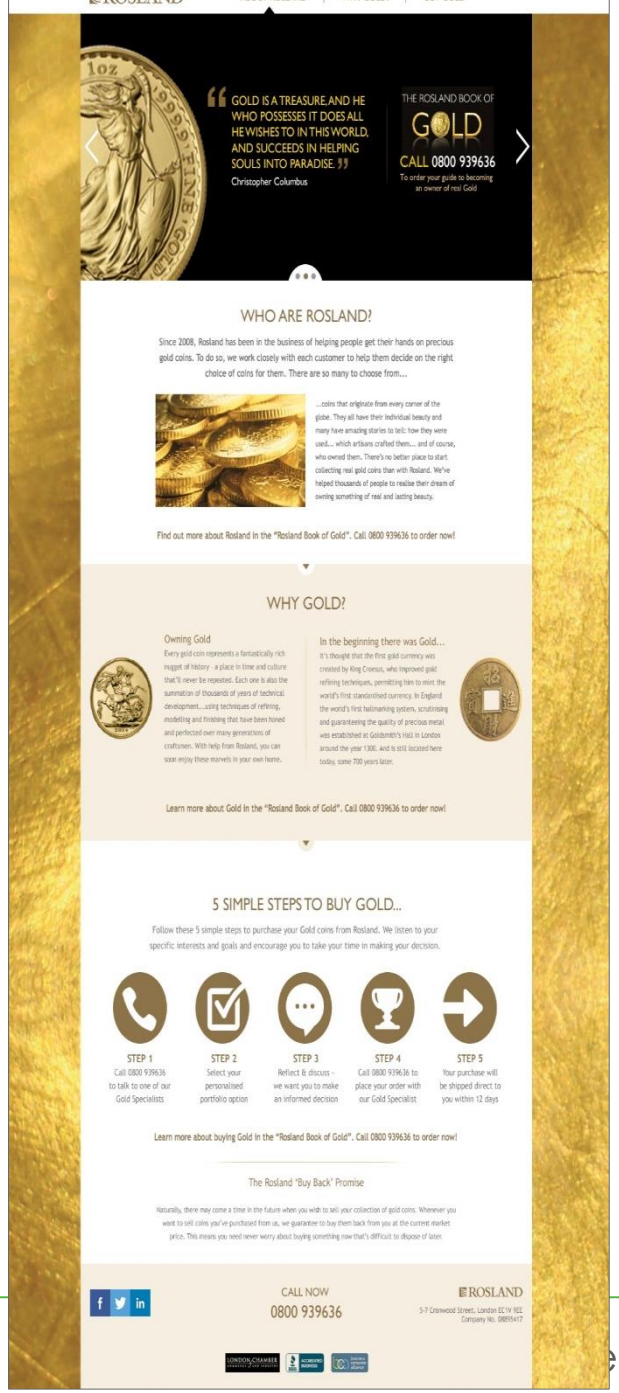
- Due to Clearcast restrictions any performance claims etc. couldn't be broadcast and therefore a rethink was needed
- The book incentive was conceived and became the hero
- The Book of Gold – FREE when you call Rosland





Interim Site

- Slick professional look and feel to add reassurance



Main site

Gold 1,297.80 -6.29 Silver 20.50 -0.13 Platinum 1,480.45 4.25 Palladium 880.95 -1.85

ROSLAND

CALL US NOW ON
0808 274 7968

ABOUT ROSLAND | OUR PRODUCTS | HOW TO BUY | WHY BUY GOLD? | GOLD NEWS | SEARCH

"AT THE END OF 2009, IT WAS ESTIMATED THAT ALL THE GOLD EVER MINED TOTALED 165,000 TONNES."
World Gold Council

THE ROSLAND BOOK OF
GOLD
CALL 0808 274 7968
To order your guide to becoming an owner of real Gold

Topline results

- Fantastic for a narrow interest like gold to get off to a flyer!
- First burst of activity saw calls 168% up on target
- We normally expect 0.2 to 0.3 Response Rate from generic DRTV
- We saw Response Rate at 0.40
- Cost Per Call only £13 against the target £60, lower than the US

First burst	Planned	Results	Variance
Calls	461	1,233	168%
Gross RR	0.15	0.40	168%
Cost per Call	£60.00	£13.46	-78%

HomeServe DRTV

HomeServe: Critical business issue

- HomeServe started in 1993 in association with South Staffordshire Water, growing fantastically on water company affinity mailings
- One of the Britain's leading home emergency specialists, providing emergency insurance & repairs to UK homeowners & landlords
- It became increasingly difficult to sustain the level of growth as the channel reached saturation
- To achieve business ambitions HomeServe looked to new volume channels and promoting the brand

HomeServe: Again we used Response Insight

- Tested 'insight led' propositions to enable consumer informed ads

	Plumbing and Drainage Cover		Boiler Cover		
Filmcepts:	Animated Pipes	Bob and Doug	Heating Nightmare	Listen to your Boiler	Heather & Gilly
Insight:	*"I'm not sure I will ever need plumbing and drainage cover but would get the cover for the right price, just in case"*	*"I'm not sure if I need pipe cover but other people's stories make me think"*	*"I don't want to be left without my heating, especially in the cold months"*	*"I know I should get my boiler serviced, I am a bit worried"*	*"I don't want to be let high and dry if my boiler breaks down"*
Prop:	**Cover for just £1 a month- why wouldn't you?**	**HomeServe can take care of your home's plumbing and drains**	**Avoid a heating breakdown nightmare from just £3.75 a month**	**Free boiler service when you take up boiler cover**	**Avoid a boiler breakdown nightmare from just £3.75 a month**

HomeServe Response Insights results

Both products gained good response rates.
For Plumbing and Drainage "Water Nightmare" was the strongest and for Boiler "Free Boiler Service" was the strongest performing filmcepts.

HomeServe: the final ad

HomeServe business difference

- Response Insight findings proved key:
  - Price is the key driver
  - Messages for insurance minded- "it's important to be insured for everything"
  - Brand reassurance; network, established offering, the customer benefit

- The effect, we've opened up TV as an acquisition channel
- Volume response targets met, CTA both phone and online
- Success of this campaign led HomeServe to invest new offer variants and new product promotion including boiler cover

we move people