

# CASE STUDY

LOYALTY PROGRAM / ONE-TO-ONE VDP MARKETING

INNOVATION

FULFILLMENT

CUSTOMER LOYALTY

COLLABORATION

**CLIENT:** International Cruise Line

**PROJECT:** Rebrand and re-launch cruise lines premier loyalty program

## OBJECTIVES:

- Establish and design new cost effective Premier Member Credential Kits to meet new branding parameters
- Print, personalize and fulfill monthly Premier Member Welcome Kits and ongoing Elite Member Upgrade Kits
- Kits include multiple membership levels, multiple pieces, a variety of personalized items (folio, luggage tags, certificate, welcome card and personalized gold pin)
- Handle domestic and international versions and distribute to guest on a worldwide basis
- Worldwide data is received on a weekly basis

## SOLUTION:

Collaborated to design and print innovative and cost effective formats with new branding look and feel for two highest tiers of their loyalty program

- Used One-to-One variable data printing to personalize multiple components of the kits on an on-going basis
- Features included: customized variable messaging that welcomes the guest to their new premier status; used a mix of various premium stocks to create a high impact look and feel
- In-line match affix member pieces to letter/carrier – deliver 100% accuracy
- Timely processing and execution of weekly upgrade mailings
- Every loyalty transaction verified and recorded

## RESULTS:

- Fulfillment issuance platform quickly and accurately executed the critical launch of the new program on a worldwide basis
- Program has expanded to 50 countries in 15 different languages
- Execute thousands of kits on an annual basis across the two premier loyalty levels
- New program has stimulated greater excitement in the loyalty program and helped increase the number of new member upgrades

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