

Acquisition • Frequency • Retention • Loyalty

Nationwide

Company: Nationwide is one of the largest insurance and financial service companies in the world, with more than \$157 billion in assets.

Marketing Objective: Operating in a highly competitive and regulated environment, Nationwide sought to develop a series of integrated marketing strategies designed to increase customer retention and loyalty of their policyholders.

CMS Solution: Entertainment built an ongoing newsletter-style direct mail piece to provide Nationwide customers with a wide range of discounts relevant to their geographic location. The newsletter provided Nationwide with a vehicle to deliver a personalized thank-you message from their local Sales Agents in addition to a prominent branding opportunity. The newsletter featured discounts in close proximity to the individual customer's home location and included offers such as fine dining, casual dining, fast food, sports, leisure, retail, attractions and automotive services.



Allstate

Company: The Allstate Corporation is the nation's largest publicly held personal lines insurer. A Fortune 100 company with \$157.7 billion in assets, Allstate provides insurance products to more than 17 million households. In addition to insurance, Allstate operates one of the nation's largest motor clubs with varying levels of customer participation and benefits.

Marketing Objective: Allstate created the Allstate Motor Club as a customer retention program for some of their top-tier levels of participation. As part of its efforts to increase membership and overall renewal rate, Allstate polled its customers related to the Club benefits. Research indicated that customers appreciated the Club benefits but desired more robust content, particularly in the form of coupons and discounts.

CMS Solution: Through the development of discount-based enhancements, Entertainment built a cost-effective way to add value and retain the over 1.4 million customers comprising the Allstate Motor Club.



Allstate Motor Club distributed branded, customized coupon books to their member base, both containing national merchant discounts. The savings books provided Allstate with the opportunity to further reward its Club members with benefits they indicated they desired, while at the same time gaining additional messaging exposure.

The everyday nature of the discounts ensured that customers would return to the books again and again, further reinforcing Allstate's brand message.



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