

THE GLENLIVET LOYALTY PROGRAMME - THE GUARDIANS



THE BRIEF

The client wanted to create a 'membership programme' that would offer brand-loyal, like-minded and discerning consumers of The Glenlivet further insight into the brand and reward them for their loyalty. At the same time, the programme would encourage consumers to use word-of-mouth promotion with both on- and offline activation.

The membership programme would:

- Increase brand awareness
- Encourage positive face-to-face interaction
- Boost brand loyalty to strengthen positioning against competitors
- Increase direct conversation with consumers and help recruit brand advocates
- Encourage and reward brand advocacy and referral

The target audience for the programme was males aged 35+.

THE ANSWER

In close consultation with The Glenlivet, we devised and implemented an eCRM programme to act as a community extension of the www.theglenlivet.com website (www.theglenlivet.com/guardians).

The Guardians website has become the main digital destination for brand-loyal consumers. The content available on the website is diverse and is updated regularly, which enables the key brand messages to be continually reinforced. The website revolves around a number of key sections that allow consumers to interact with the brand: personal blogs from the brand ambassador, lifestyle items, an events calendar, and competitions.

Membership of the Guardians is based on a tier system, created to reward engagement and advocacy. Consumers join first as a Guardian, which gives them access to the site. They can then graduate to the next tier, a Guardian Ambassador, allowing them to enter exclusive competitions and to attend events.

We have also created a toolkit detailing the Guardians programme and the website and supplied this to worldwide markets as an incentive and guide, managed by us.

The Guardians programme also extends offline as Guardian Ambassadors receive premium welcome packs when they are upgraded; all this is managed by us.

THE RESULT

- There are currently over 15,000 Guardian members
- The programme has a global reach across 98 countries
- The site has an average of over 100 unique visits every day
- Markets across the world have bought into the programme and are rolling it out in their local markets with continuous support from us at a global and local level

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