

THE CAMPAIGN

Marketing Strategy



Brand Framework

BRAND MISSION

ENABLERS OF GROWTH AND PROGRESS.
HELPING PEOPLE TO ACHIEVE THEIR GOALS AND PASSIONS

BRAND LINE

WELCOME WHAT'S NEXT

BRAND TONE OF VOICE

HUMAN

WE'RE REAL.
WE'RE NOT PERFECT.
IN FACT WE EMBRACE
IMPERFECTION.
THAT'S WHERE OUR
OBSERVATIONAL HUMOUR
COMES FROM.

OPTIMISTIC

IN A WORLD OF ANXIETY AND
CHANGE,
WE STAY POSITIVE.
WE SEE THE GOOD IN
PEOPLE AND THE
POSSIBILITIES CHANGE
CREATES.

MODERN

WE'RE NOT SET IN OUR
WAYS.
WE AREN'T BOUND BY
CONVENTIONS.
WE ARE THE BANK FOR THE
MODERN WORLD, AND WE
LOOK AND SOUND THE PART.

WORLDLY

WE'RE NOT ABOUT WHAT
SEPARATES US,
BUT WHAT UNITES US.
OUR SHARED GLOBAL
CULTURE IS MORE
IMPORTANT THAN ANY
DELINEATIONS ON A MAP.

Campaign Brief

- Given the largest revenue drivers is foreign transactions, we would like to target a marketing campaign at existing customers to educate them on how our service can make their Foreign Transactions simpler and faster
- The point of this campaign would be to engage and increase current customers rather than acquire new ones
- Whilst targeted ads proved to be the best acquisition tool and are proven to work well with these clients, we now have contact details for the clients such as phone numbers and emails, as well as a website we know they are visiting regularly. In terms of cost, targeted ads are relatively expensive when compared to emails or SMS, so to achieve a better ROI its recommended to launch a campaign via email and the Citibank online website
- The data also suggests that these client segments also engage with Citi through online and email channels

Business Owner

- Digital Marketing – Genevieve

Campaign date/frequency

- Start date immediately, this can be a weekly send, ideally on Monday and Tuesdays as email open rates are higher

Inclusions

- All Citi clients in the Individual, Partnership and VIP segments who have completed less than their segments average number of foreign transactions

Exclusions

- Clients who have opted out of receiving marketing communications from Citi

Data fields required

- Email address
- First name
- Whether they are opted in for marketing communications (just in case there was an error made when extracting the data)

Success metrics

- Email open rates of 50%
- “Click through” to the information page of 25%
- Increase in Foreign Transaction Revenue over the next 3 months of 15%

The Campaign

Campaign dates	Portfolio Management - Ongoing
Channels	Email and Social/Online
Media spend	\$150,000
Target audience	Individual, Partnership and VIP Segments
Customer insight	The Individual, Partnership and VIP segments are not using the Foreign Transaction service to meet all of their foreign transaction needs. If any these segments increase use of our service we can significantly increase revenues

Draft of proposed email

Subject Line: Need USD, Euro or Pounds? Citi has you covered

Email body:

Dear <First Name>,

Citi is very proud to operate around the world, servicing millions of customers daily.

Did you know that many of your fellow customers are using Citi's Foreign Transaction services? From making international investments to paying for your hotel in Japan, Citi can provide simple and fast ways to facilitate these transactions.

Click here to learn more <hyperlink to the Product Information page> or give us a call on <Insert phone number>.

Your sincerely,
Citi Global Consumer Bank

<Insert Citi general and FX disclaimer>