SUPERSTORE

PROTECT THE CORE, ACTIVATE THE BASE:

A Strategic Framework For the New Year Campaign

Marketing Plan | December 2014

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METHOD

RFM CUSTOMER SEGMENTATION

RFM	Aggregated from	Scoring
Recency	Time since last purchase	The lower, the better
Frequency	Number of transactions made	The higher, the better
Monetary	Number of transactions made	The higher, the better

CUSTOMER SEGMENTATION

THE RESULT

Quartile	Segment Name	Scoring
Q1	High Value Customer	Recently active, purchase frequently, and spend the most — the core contributors.
Q2	Engaged Customer	Moderately active, steady spending
Q3	Casual Customer	Purchase occasionally, lower frequency and spending.
Q4	Dormant Customer	Long inactive, minimal purchases, low campaign responsiveness.

* Divided by 4 quartiles

BUSINESS PROBLEM

Customer Structure Is Fragile:

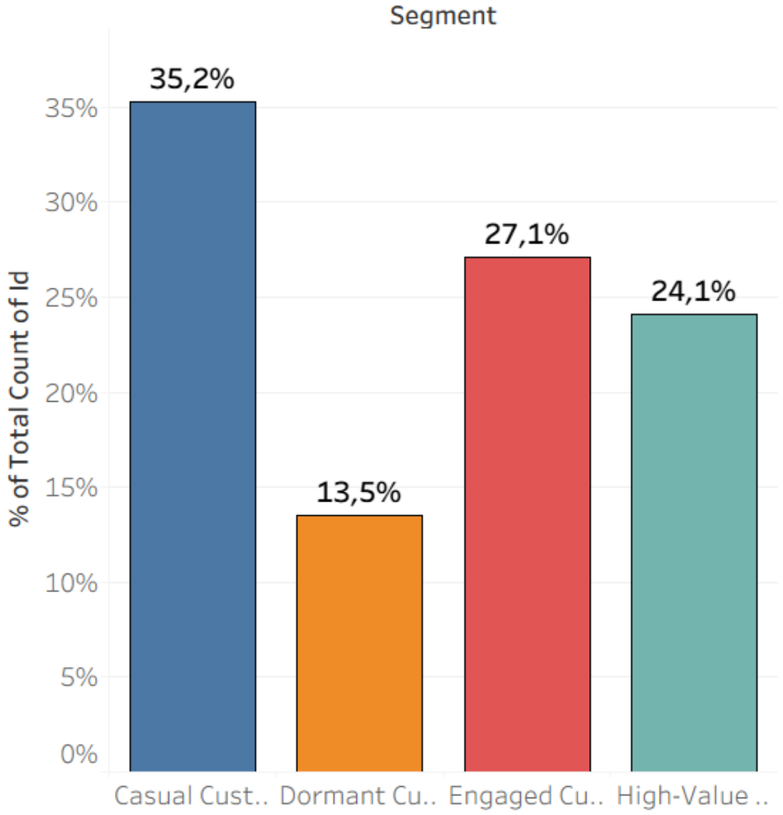
- The foundation (Casual Customers) is wide but weak.
- The pillar (High-Value Customers) is narrow.
- Without reinforcement, the base could erode through churn.

→ This New Year campaign focuses on two key segments — High-Value and Casual Customers.
It's designed to strengthen both sides of the structure: protecting the core and activating the base.

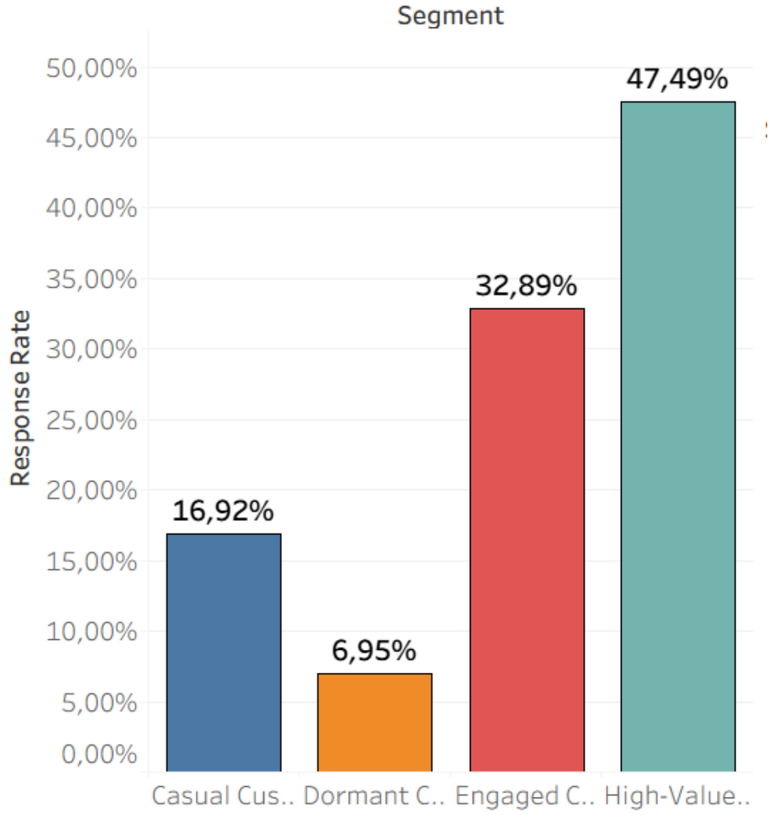
THE STRUCTURE ISN'T FIRM

Customer Landscape

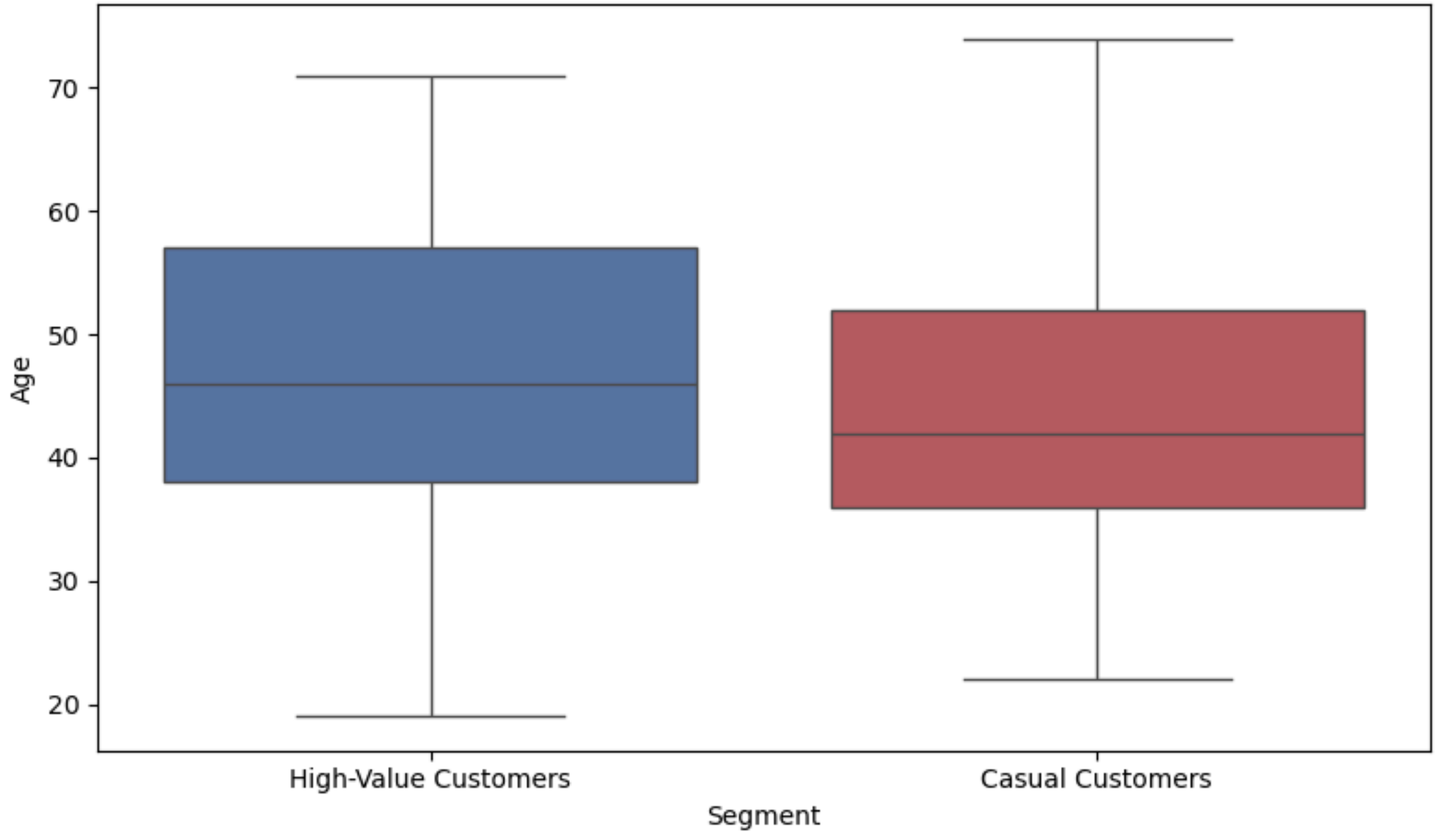
Segment Distribution



Response Rate by Segment



AGE DISTRIBUTION

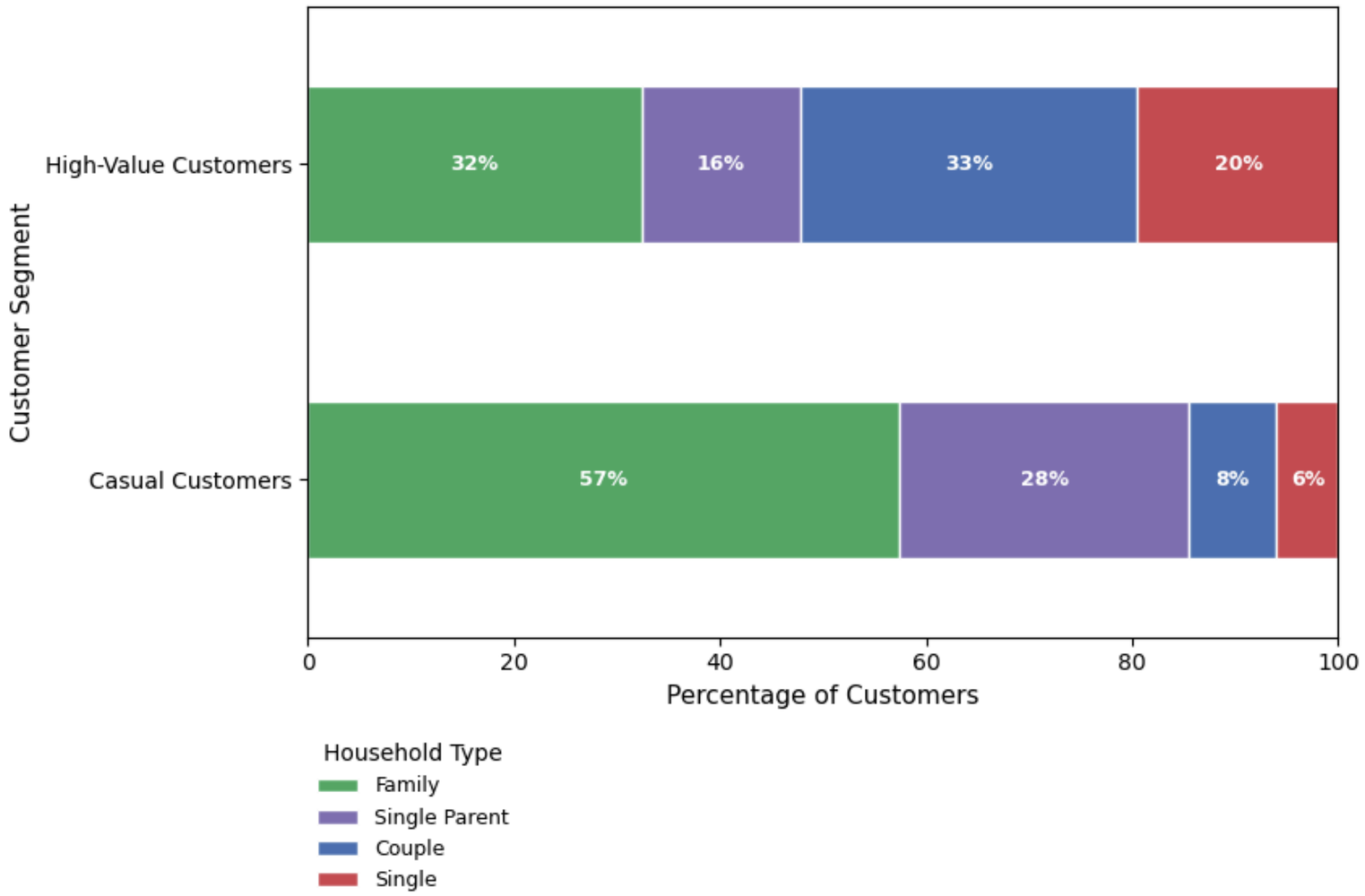


40-50

Median age of both segments

Allowing one unified campaign tone

HOUSEHOLD DISTRIBUTION

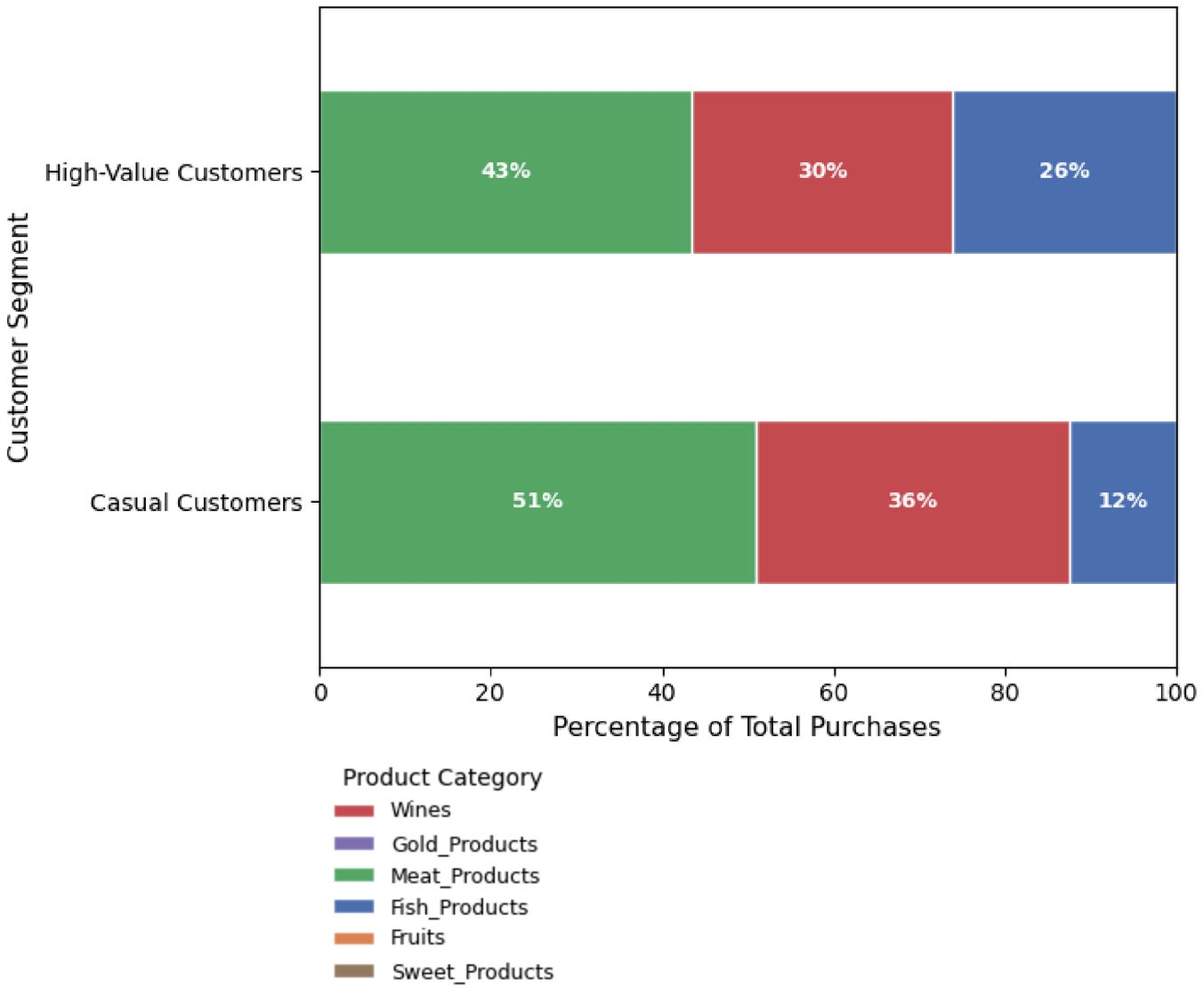


High-Value Customers are typically Couples or Families.

Casual Customers are largely Families and Single Parents.

This new year campaign must live between shared experience and everyday necessity.

PURCHASE CHANNEL DISTRIBUTION

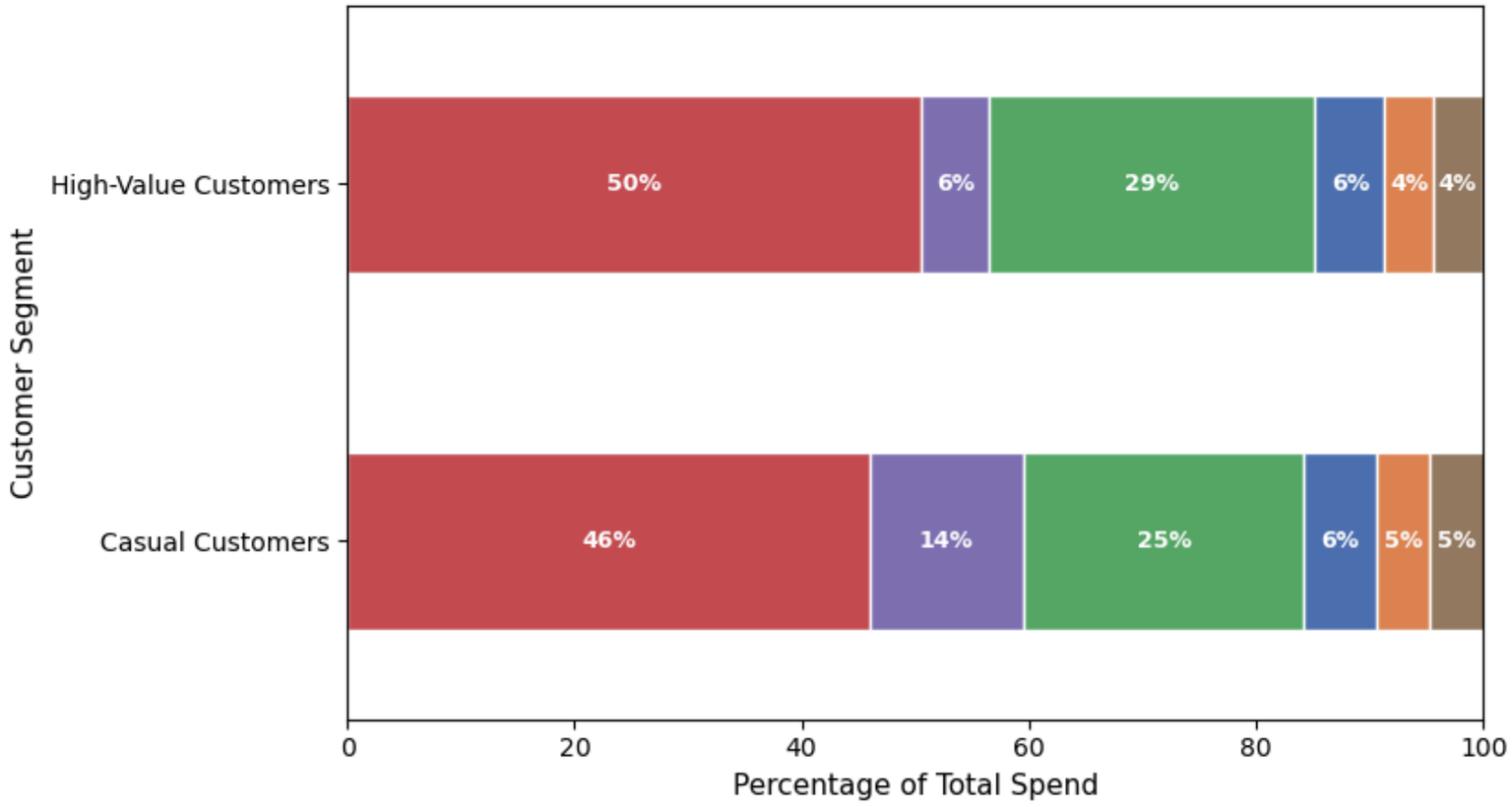


High-Value Customers shop across channels.

Casual Customers rely mostly on stores.

The next campaign must go both.

SPENDING COMPOSITION



Both segments show interest in
meats, wines, and gold-line products –

symbols of quality and celebration.

NEW YEAR CAMPAIGN PROPOSAL

Begin Again, Beautifully

OBJECTIVE:

Shift from short-term programs to behavioral design

Reshape how customers engage and turn transactions into ongoing participation.

Build a membership system that reinforces structure

Strengthen loyalty at the core and reawaken the base through consistent, personalized experiences.

NEW YEAR EXCLUSIVE MEMBERSHIP

“MY YEAR, MY WAY”

Feature	Design	Purpose & Effect
New Year Exclusive Launch	Holiday Only Sign Up with Instant gift (Meat, Wine, Gold-Line)	Boost Excitment and quick Sign up
Tiered System	Bronze, Silver, Gold Tiers, Based on Spend and Frequency.	Encourage repeat visit and long term loyalty
Privilage	Members-only checkout, tasting corner, personal service, Delivery order	Adds exclusivity and premium experience
Multi Channel Link	QR vouchers connect online account to in-store rewards.	Integrates both channels; drives repeat behavior
Personalized Offer	Create Promos by purhcase history (data driven-personal promos)	Builds connection and improves recency.

SUPERSTORE

THANK YOU!

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