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Marketing services for small and medium companies

Marketing Proposal Document for

Metropolitan Safe Deposits

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Metropolitan Safe Deposits

6 January 2005

Background

Basic brief is that Metropolitan Safe Deposits rents safe deposit boxes from three locations in Central London (Knightsbridge, Belgravia, St John's Wood). Little in the way of USP's between competitors. Looking to increase net profit to 20% by year end in June – so we need to get a successful campaign going quickly.

Customer retention rate is good – so we are mainly concerned with winning new clients.

Key phrase in the whole brief was '**We need to create the need**'

Target market is cash rich, time poor, social class A, B individuals who live and work in London or travel from/through London on a frequent basis. Popular with Indian and American communities.

Search engine searches turned up only hotels when we typed in 'Safe Deposit Boxes in London' and this was also the case for Yell.com and Overture/Adwords.

Marketing Approach

1. Win new customers by 'creating the need'. New creative approach to plant the seeds of need in people's minds by explaining why they should use a safe deposit box and what the advantages are. Campaign via traditional media – newspaper and highly targeted mailshot.
2. Win customers from competitors by adding value to the Metropolitan proposition and creating new USP's.
3. Open up new channels for recruiting customers with new forms of media, marketing partnerships and ideas.

Creative Themes

Creating the need, to win new customers.

Media

Local media e.g. Kensington and Chelsea News, Kensington Informa Series, Kensington/Westminster Times Series, etc.

Emphasis on the Evening Standard – the best way to reach the most appropriate Londoners in the target market.

Consideration also for Richmond & Twickenham local papers plus Ham & High – areas with considerable amounts of residents in the target market.

Highly targeted mailing to high net worth individuals in the St John's Wood, Belgravia and Knightsbridge areas. e-Moonlighting has access to a list of over 75,000 sortable by social grade.

Strapline

To appear on all marketing materials on and offline.

There's nothing more valuable than peace of mind

Creative Option One – Case Studies

Create characters that have a specific need to use a safe deposit box to plant ideas in the minds of the target market.

Creative Theme Two – Evocative Campaign

Highlight the risk of keeping valuables, art and cash at home by playing on fears of increasingly violent crime.

Headlines such as;

'Safer than Houses' and 'What's more valuable than peace of mind'

Creative Theme Three – When Security is Key

Simple and to the point – an explanation of the uses and value of a safe deposit box.

Gold Package

Add value to the existing offering to attract customers from competitors, attract new customers and have existing customers upgrade.

A higher price point package aimed at the time poor, cash rich. Features to include;

- Door to door taxi service – up to 6 times a year with security approved cab company
- Collection service from jewelers and banks
- Extra insurance
- Short term usage of other branch facilities
- Coffee and biscuits in the private rooms
- Security advice and recommended suppliers for home security
- Security advice and recommended suppliers when traveling overseas
- Short term usage of larger/smaller boxes than that contracted
- Special area on the website

New Channels of Marketing and Media

- Exploit the online opportunity with a search engine optimisation package and registration with both Overture and Adwords.

- Referral schemes with leaflets distributed through jewelers, solicitors and hotels in return for commission on new customers via these channels.
- Regular press releases to local/regional press, etc.
- Seek co-operation with the Home Office/Metropolitan police, etc.
- Invites to coffee morning presentations.
- Leaflets distributed through West End theatres – people may leave valuables in the box for the evening or collect it for wearing at the theatre.
- In flight channels of media e.g. Serendib (Sri Lankan Airlines), High Life (B.A.), First View (B.A. first class), Cara (Aer Lingus – but lots of US passengers) and Heathrow Express T.V.
- London Cab Advertising – interior spaces.
- Database development to better target future mailers and understand customer lifestyles.

Budget

e-Moonlighting would provide a detailed cost breakdown to be agreed within 2 working days of appointment.