Seagrams UK Case Study by Talking Numbers

Loyalty & Brand Efficiency !

Executive Summary - Background

Seagrams are a major supplier of alcoholic beverages in the UK.

The database covers promotions & research into the consumption behaviour of consumers across a number of Seagram's key UK brands.

Strategy

The database will need to drive strategies for projected growth of the designated brands. It had to be capable of accurately reflecting values & consumption of individual consumers

The database contains 650,000 records, information is obtained from direct mail responses, sales promotions, Duty Free campaigns and distillery visitor centre visits as a result of SUK marketing activities.

The questionnaires are a subset of one large questionnaire; therefore data imports into the SUK database are easily performed upon receipt of data from the respective house.

Objectives

Seagram have a number of business objectives, which require the income, generated through direct fundraising activity supported by the database.

- Acquisition of new customers
- Retention of existing customers
- Monitoring existing consumption rates
- Increase loyalty & usage
- Increase point of sale response rates
- Increase DM promotion response rates
- Improve cost efficiency & effectiveness
- Test marketing on consumers
- Conversion of competitor brand loyalty

Tools & Methods

The use of Sequel Server permitted future enhancements; fast data retrieval & the functional requirements were satisfied by Visual Basic. A traditional approach was adopted where the Business requirements were captured by holding a variety of workshops. Following sign-off these requirements were converted into a systems specification. Scope were actively involved in the Testing & User acceptance of the system.

- Microsoft SQL Server 7.0 – Database
- QSS Namebase to analyse and standardise consumer names
- Capscan Matchcode PAF to enhance / standardise postal addresses
- The REaD Group's Gone Away Suppressions File to examine the occupants of specific addresses within the UK, for the purpose of cleaning direct mailing lists.
- The Mailing Preference Service file to specifically not mail people who have "opted out" of direct marketing activity.
- The Bereavement Register to prevent marketing to the deceased, normally causing embarrassment to SUK and undue distress to relatives of the deceased.

Results & Benefits

A quality system was developed & implemented on time & within budget.

The system has been responsible for increasing the number of new & repeat consumers & increasing the cost efficiency & effectiveness of the business.

Talking Numbers is a Database Marketing & Analysis Company based in Cirencester