

THE CITI STORY:

LAUNCHING A COMMUNICATIONS CAMPAIGN TO PROMOTE PRODUCT AWARENESS AND BOOST SALES ACTIVITY

Background:

The challenge for Citi was to design and integrate a rewards program aimed at boosting the awareness of branded personal credit cards or Platinum MasterCard within Conoco, Phillips 66 and 76 stations across the country. Awareness was the number one priority, so a large communications campaign had to be developed that would generate excitement and motivate station employees to increase the number of submitted applications.

In addition, Citi needed a program with the right technology setup. Since the participants of the program would not be Citi employees, and Citi had challenges obtaining effective employment information from Conoco Phillips, the system had to be developed in a way that would allow local management of store rosters.

Key Objectives:

- Effectively raise awareness and increase the number of submitted credit card applications within each participating station.
- Develop a program communications campaign to generate excitement and buy-in for the program as well as educate the participants about the benefits of the cards.
- Implement the technology capable of allowing local program management, including on-boarding new hires, as well as providing the necessary custom reports for Citi, Conoco Phillips, and the individual participating stations.

Incentive Service's Solution:

Program Design:

- Incentive Services met with Executive Stakeholders at Citi in order to first understand their needs and objectives in an effort to link their goals to the performance of individual program participants within the participating Conoco Phillips stations.
- The program was designed to increase awareness and ultimately the number of applications processed by Citi for branded personal credit cards and/or Platinum MasterCard from participating Conoco Phillips stations. Participants in the program include station employees, who receive points for each application submitted. Managers of participating stations would also receive points for each application submitted by customers with their Employee's IDs. In addition, employees would earn a bonus for reaching a cumulative milestone of applications, such as 10, 25, or 50 applications received.
- Managers at each participating station are the primary program champions, responsible for setting up new participants in the website database system and getting new hires up to speed with how the program works.



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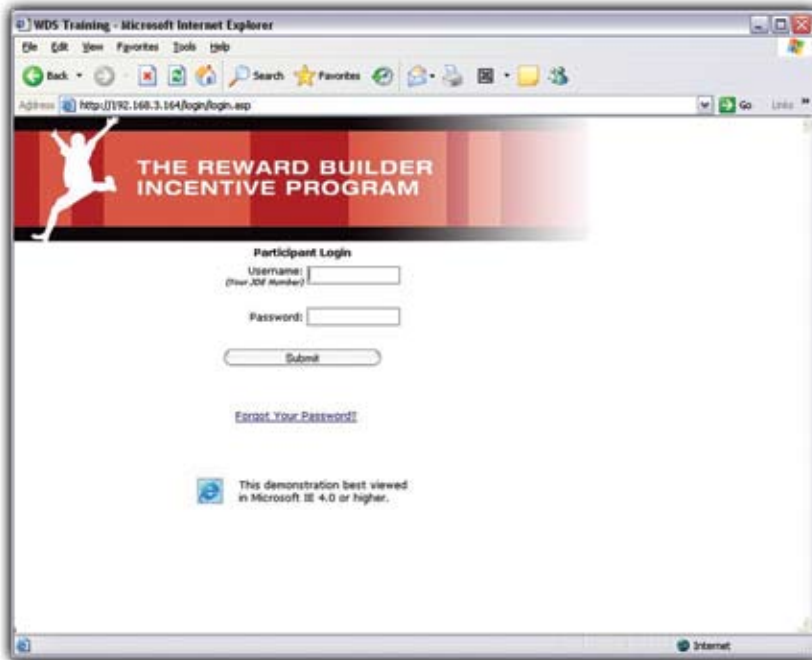
Communications:

- To launch the program, Incentive Services leveraged the existing “Build a Relationship That’s Worth Something To You” theme currently used by Citi to develop the “Reward Builder” incentive program.
- I.S. developed several pieces for the launch of this program. A program web card was developed as a vehicle to communicate each participant’s employee ID number and website password. Individual participant brochures complete with full program rules, award ordering options, and a holder for the web card were developed.
- In addition, I.S. developed a quick reference guide for each station’s Point-of-Purchase area to help station employees understand the benefits of applying for the credit card and communicate those perks to their prospective customers.
- The Incentive Services media production team filmed an employee introduction video at a local Conoco Phillips station. The video introduces the program rules, benefits for participants and potential card members, and discussed all the great award options available to program participants. The video will be posted on the website in addition to being included in the manager welcome kit.
- For Managers, due to their integral role in the program, a Manager Guide was developed along with a Manager “how-to” program video. The Manager Guide was developed as a shingled quick-reference guide that makes finding information on a particular program topic quick and easy. The guide also holds the Manager DVD and employee Introduction Video, providing Managers with one easy vehicle to house all of their ongoing program materials.
- I.S. equipped Citi with a looping tradeshow-style presentation and materials to help announce the program and educate future participants at a convention a few months prior to the actual launch.
- Launch kits were sent to participating station managers and included brochures, web cards, a custom catalog, quick reference guides, and manager guides complete with the employee introduction video and manager “how-to” DVDs.



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Technology:

- The website and program database was developed to accommodate Citi's need for local program administration. Because participant data was not easily accessible and constantly changing due to the number of potential participants, the site was customized to allow location managers to manage their employee roster directly from the web.
- Once a Manager adds a new employee into their team, the database assigns an individualized Employee ID, which the Manager notates on that employee's program web card. That employee then writes the Employee ID on all applications they hand out. When completed applications with Employee IDs are received at Citi, the employee and the employee's manager receive points.
- In addition to the local program management,

the site was also customized to allow both local station management as well as executives from Citi and Conoco Phillips to access station and participant-level reports detailing program activity, earnings, issuance information, and redemption statistics.

Analysis & Results

- The program launches in Quarter 3 of 2006 to approximately 550 test stations.
- Citi plans to roll the program out to the chain of 10,000 stations in early 2007 based on test results.
- I.S. Account Management will work with Citi to progressively analyze program activity and results. Each quarter, I.S. will review the program with Citi to make sure the program is continuing to address their objectives.

