

# EXEMPLAR

## Strategic Solutions

**Client:** Bohemian Crystal Company

**Services:** Marketing Strategy & Solutions



Design for Loyalty Card Program for a Retailer

### Case Study

A Loyalty Card Program designed for Bohemian Crystal Company, a retailer of high end crockery, cutlery, glassware, table linen and gift items with stores in Goa and Ahmedabad and upcoming stores in other cities of India.

The name of the loyalty card program 'Insignia' was chosen to connote the high end customer. The entire design right from the cards to the invites, mailers, posters, standees and other communication were developed by Exemplar.

Exemplar can develop from scratch a loyalty card program for retailers, irrespective of whether you have a previous database of customers or you are starting fresh as a retailer. Based on the nature of business and type of customers you have we can customise a loyalty program for you.

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Poster

**Get Exclusive Get Rewarded**

**CLUB Insignia**

Join our **Loyalty card** Program and enjoy a range of exclusive privileges

To become a member Shop for Rs. 3000\*

**CLUB Insignia**

**Silver Card** (Rs. 3000)  
 10% discount on every purchase  
 10% discount on every purchase  
 10% discount on every purchase

**Gold Card** (Rs. 10,000)  
 15% discount on every purchase  
 15% discount on every purchase  
 15% discount on every purchase

**Platinum Card** (Rs. 20,000)  
 20% discount on every purchase  
 20% discount on every purchase  
 20% discount on every purchase

Bohemian Crystal Company  
 Bohemian Crystal Company, Rich Villa, Shop No. A/05 384  
 Colaba, Newlink road, Mangal, Goa, India.  
 T: 0832-2704334/2726933, E: goa@bohemiaindia.com

Emailer

**Bohemian Crystal Company announces**

**CLUB Insignia**

**an exclusive loyalty card program!**

**Dear Patrons,**  
 Thank you for shopping at ECC. We are happy to announce the launch of our Loyalty Program "Club Insignia" that rewards you for shopping at ECC every purchase.  
 To enroll into the program, all you have to do is shop for just Rs. 3000\*, and immediately get your Silver Card with a discount of 10% on every subsequent purchase. Continue shopping with us and upgrade your Silver Card to a Gold Card

once your complete purchases of Rs. 10,000\*, you get a discount of 15% on every subsequent purchase. Get upgraded to a Platinum Card after reaching a total of Rs. 20,000\*, with us. From then onwards, get a discount of 20% on every purchase you make at ECC.  
 To opt for the ECC-issued discounts, you will be a part of the most rewarding experience of your life!  
 To learn more about the Loyalty Program please call 0832-2704334-2726933

**Silver Card** (Rs. 3000)  
 10% discount on every purchase  
 10% discount on every purchase

**Gold Card** (Rs. 10,000)  
 15% discount on every purchase  
 15% discount on every purchase

**Platinum Card** (Rs. 20,000)  
 20% discount on every purchase  
 20% discount on every purchase

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Membership Form

**CLUB Insignia**  
 MEMBERSHIP FORM

**Bohemian Crystal Company**  
 BOHEMIAN

**Dear Patrons,**  
 Thank you for shopping at ECC. We look forward to welcoming you to a special new experience with you @ ECC Insignia. Thanks to our Loyalty Program, we reward you every single time you shop with us.

To activate the program, shop for just Rs. 3000\* and get your Silver Card plus a discount of 10% on every subsequent purchase. Continue shopping with us and upgrade your Silver Card to a Gold Card once you complete purchases of Rs. 10,000\*. From then onwards, get a discount of 15% on every subsequent purchase. Get upgraded to a Platinum Card once you reach a total of Rs. 20,000\*. From then onwards, get a discount of 20% on every purchase you make at ECC.

This is valid till 31st December 2008. For more details, please contact us at 0832-2704334. From ECC, we thank you for your purchase. For Silver Card and Platinum Card, please use the QR Reader available for each Rs. 5000. You can also be getting an email alert for your purchase at ECC. Please use this to enjoy the best of both worlds.

Please fill in the below information in the form and please use the information to fill your Silver Card and the program "Club Insignia" card, you need to be a part of the program.

**Please fill in your details in CAPITAL LETTERS**

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Day \_\_\_\_\_ Month \_\_\_\_\_ Year \_\_\_\_\_  
 First \_\_\_\_\_ Middle \_\_\_\_\_ Last \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Gender: Male \_\_\_\_\_ Female \_\_\_\_\_ Birth Date: \_\_\_\_\_ Day \_\_\_\_\_ Month \_\_\_\_\_ Year \_\_\_\_\_  
 Contact Details: \_\_\_\_\_ Mobile No: \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Customers Signature: \_\_\_\_\_

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Loyalty Card Pouch



Standee



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Gift Voucher



Birthday Greetings



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