

invigor8®

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invigor8.eu

This case study shows only a brief overview of what invigor8 can do. We have many years of experience across a diverse range of sectors. For more information on how we can invigorate your business, contact Peter Gannon.

# case study

invigorating  
organisations  
brands  
people

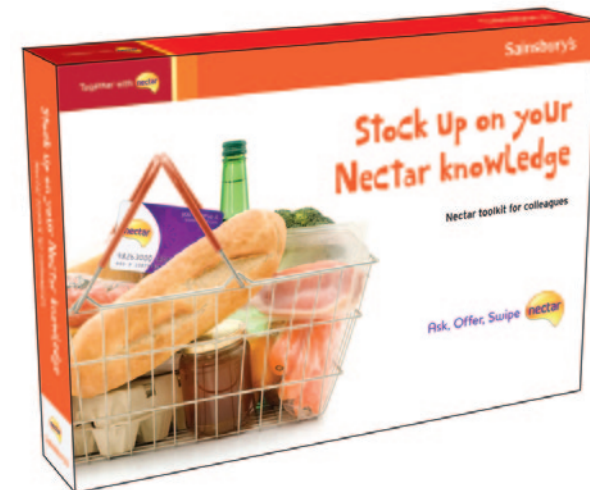
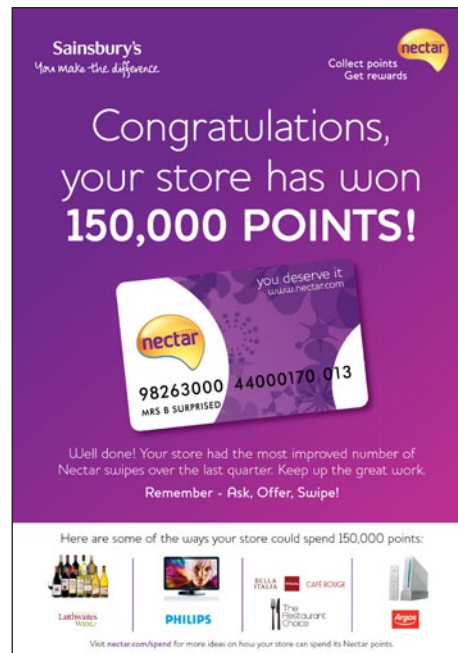
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We work closely with the sponsor marketing team to provide strategic engagement advice along with day to day marketing and training support to provide effective and engaging communications to the 300,000 employees from each of the sponsors. These include companies such as Sainsbury's, BP, Ford, Homebase and British Gas.



- Campaign strategy; from concept to delivery.
- Tailored marketing designed to suit each Nectar sponsor.
- Graphic design, advertising, copywriting, merchandise and in-store promotions.
- Creation of a 'Nectar colleagues' sub-brand for all colleague communication.



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- Quarterly mailings to all 300,000 employees of Nectar sponsors that inform, educate and reward.
- Incentive based promotions by post, text, email and web.
- Sourced, branded merchandise and promotional gifts.
- Increased penetration of the Nectar brand and significant uplift in colleagues asking for the card across Nectar sponsors.

The VIP Club is an interactive platform that encourages colleagues to experience the Nectar brand by:

- Educating and rewarding them the more they engage with Nectar.
- Creating a personalised platform that allows for regular, direct, two-way communication with colleagues in the breadth of partner businesses.
- Raising awareness of key Nectar partner initiatives to colleagues.

To support the launch of the Club there will be a full mixed media communication plan tailored to each Partner.