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# The Team:



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# Presentation Agenda:

1. Review the case
2. Industry analysis
3. Review marketing objectives
4. Analyze the current rewards program
5. Triangle Benefits
6. The opportunity
7. Identify the target segment
8. Outline the marketing plan
9. Introduce the marketing funnel and 360 marketing plan
10. Identify key performance indicators
11. Review the value of the program
12. Analyze the financial breakdown and budget
13. Opportunities for questions

# The Case

**Create an opt-in subscription-based program to advance the Triangle Rewards program.**

# Industry Analysis:

INDIVIDUAL		BUSINESS OWNER	
<b>BEST VALUE</b>	<b>BEST VALUE</b>	<b>BEST VALUE</b>	<b>BEST VALUE</b>
Gold Star Executive	Gold Star	Business Executive	Business
			
\$120	\$60	\$120	\$60
Annual membership fee* Renew your current membership >	Annual membership fee* Renew your current membership >	Annual membership fee* Renew your current membership >	Annual membership fee* Renew your current membership >
Includes a FREE Spouse card† ✓	Includes a FREE Spouse card† ✓	Includes a FREE Spouse card† ✓	Includes a FREE Spouse card† ✓
Annual 2% Reward‡ ✓	Annual 2% Reward‡ ✗	Annual 2% Reward‡ ✓	Annual 2% Reward‡ ✗
Exclusive offers and additional discounts ✓	Exclusive offers and additional discounts ✗	Exclusive offers and additional discounts ✓	Exclusive offers and additional discounts ✗
Receive Costco Connection magazine and Costco.ca insert by mail ✓	Receive Costco Connection magazine and Costco.ca insert by mail ✗	Receive Costco Connection magazine and Costco.ca insert by mail ✓	Receive Costco Connection magazine and Costco.ca insert by mail ✗
Add people to your membership‡ ✗	Add people to your membership‡ ✗	Add people to your membership‡ ✓	Add people to your membership‡ ✓
Purchase for resale§ ✗	Purchase for resale§ ✗	Purchase for resale§ ✓	Purchase for resale§ ✓



A banner for Amazon Prime services. At the top, the words "prime", "prime music", and "prime video" are displayed in blue with the Amazon smile logo underneath. Below this, five colored vertical panels represent different services: "Ship" (blue panel with a cardboard box), "Stream" (red panel with a laptop and headphones), "Shop" (purple panel with a white shopping bag), "Read" (teal panel with a tablet), and "More" (orange panel with a white plus sign).

## Costco

- 4 levels of membership
- Must have membership to make purchase
- Has a credit card
- \$120 or \$60 annually

## Amazon Prime

- Student membership option
- Free express shipping, tv streaming, music streaming, amazon photo storage, and more
- \$199 or \$59 (student) annually

# Objectives

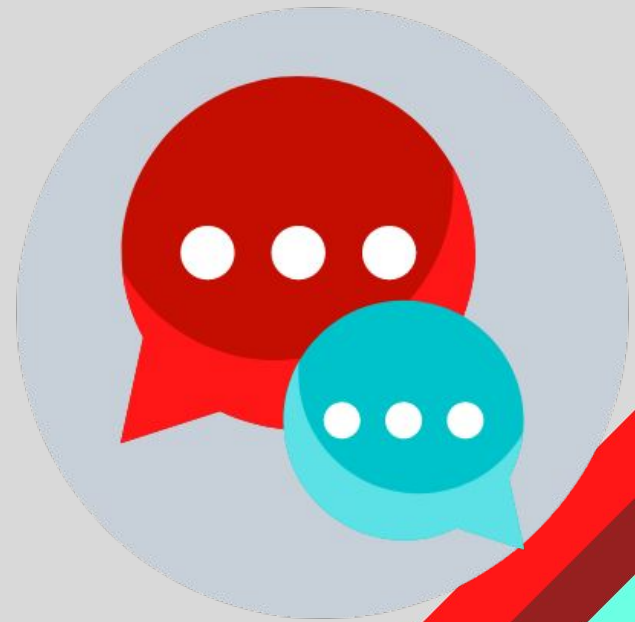
Business



Marketing



Communication



# Current Triangle Rewards

<b>Triangle</b>	
<b>9 MILLION ACTIVE USERS</b>	<b>FREE ENROLLMENT</b>
<b>MOBILE APP</b> provides card balance, offers and messaging to stay connected	<b>TAILORED OFFERS BASED OFF OF CUSTOMER DATA</b>
<b>DEAL DAYS!</b>	<b>EARN 3-4 CENTS IN CT MONEY AT GAS+</b>



# BIG

# IDEA:





# Tri▽ngle Benefits



# Tri▼ngle Benefits

A true Canadian Subscription  
Service.

# Triangle Benefits

## Retail Benefits:

- One of the following;
  - Skate sharpening (10 qty.)
  - Snowboard tune up
  - Bike tune up
- Exclusive use of the loan-a-tool program
- Same day installation services
- Free shipping on online purchases
- Same day service at SportChek service shop
- Free secondary member on roadside assistance plans
- Access to Triangle Experiences

# ONE-STOP FOR YOUR AUTO NEEDS

**OIL CHANGES, DISCOUNTED  
LABOUR, & TIRE CHANGES**



## Benefits

ALL PURCHASES  
**10% off**  
AT CTC BRANDS

# The Opportunity:

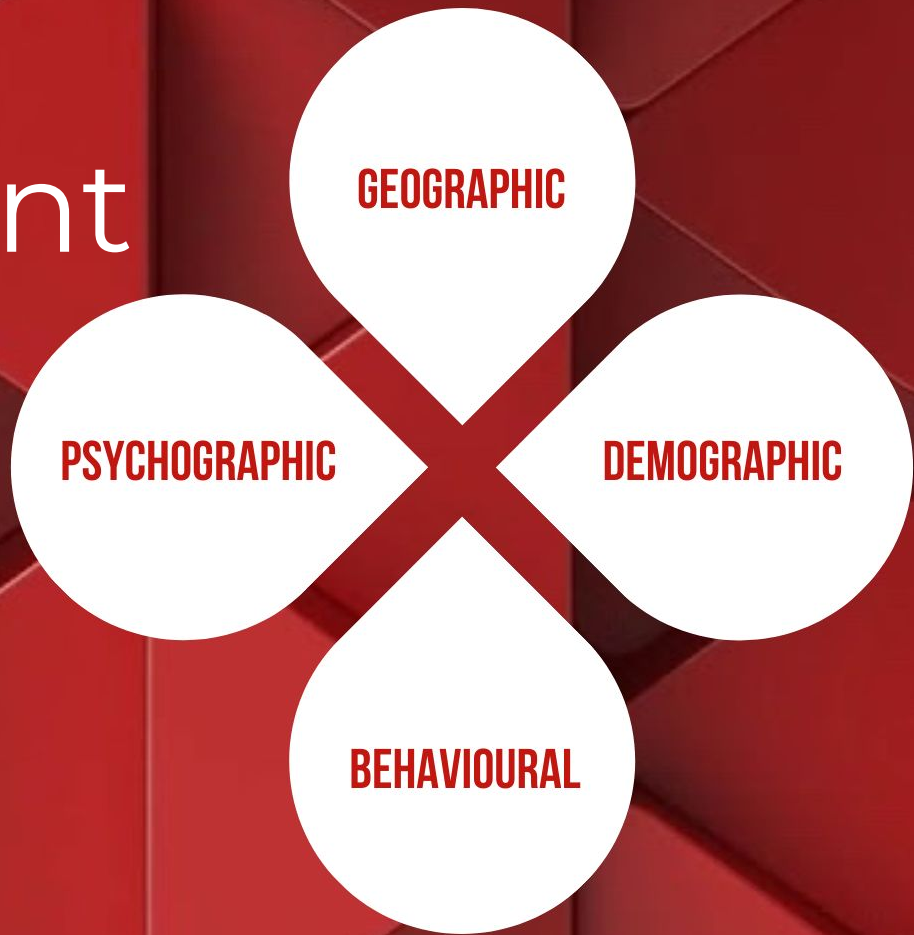
Gain a  
Competitive  
Advantage

Lock In  
Customers

First To  
Market



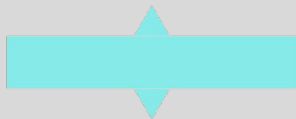
# Target Segment



# Marketing Plan

## Gain customer awareness and interest

- Social media campaign, email, app



### Timing:

Throughout year 1

### Target:

Families/Rewards members

### Campaign Focus:

Features of program

## Reinforce value of program

- Deals and savings on services



- Auto service deals
- Sport Chek service deals
- Free second membership on roadside assistance

## Willingness to purchase

- Emphasize good value for money
- Compatible with Triangle Rewards



- Valued at \$200
- 10% off all CTC brands additionally

# Marketing Funnel

**Awareness**

Email, Social Media, in app advertisements, flyers

**Interest**

Email targeting to customers that fit demo/psycho graphics

**Convert**

Compatible with rewards program, upgrade from rewards to benefits

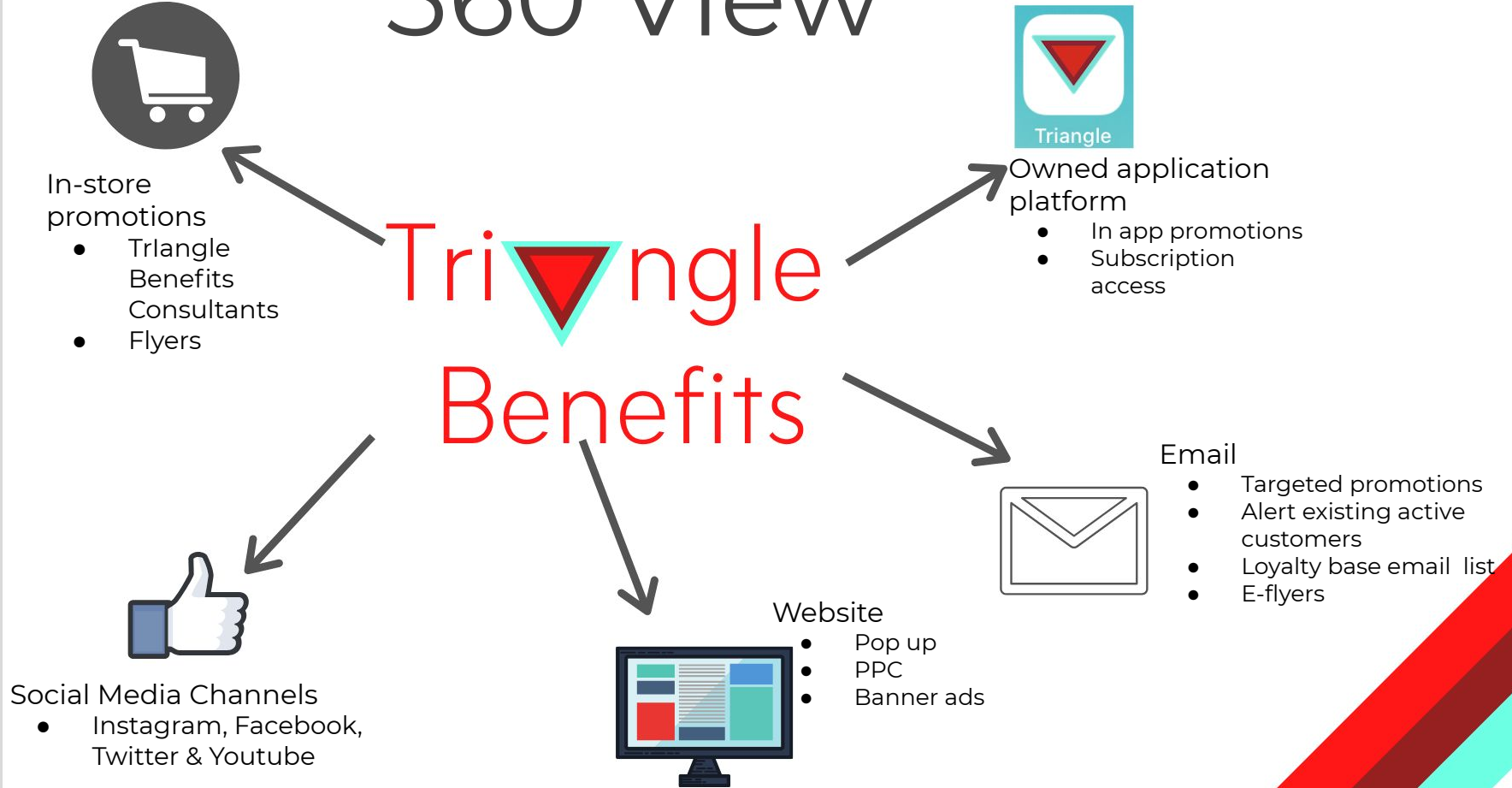
**Intent**

In-store promoters to answer questions and walk through key program benefits

**Buy**

Ensure member satisfaction and encourage continued subscription enrollment

# 360 View





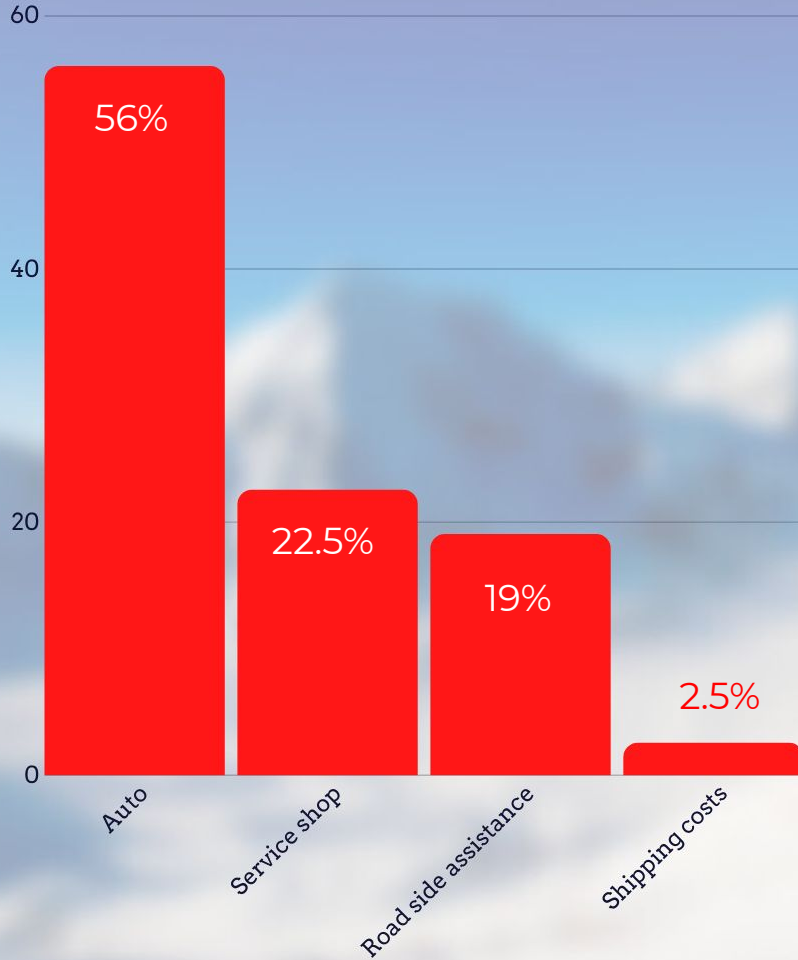
# Key Performance Indicators

**Increase in revenue of 10%**

**Register 35% of Triangle rewards members with the benefits program**

**Acquire upwards of 3 million active users**





# Financial Breakdown

- Costs incurred for CTC = \$200
- 50% mark up = \$300 annual price for members



# Budget

**\$500,000** Advertising (ex. social media, app development, website ads)

**\$711,360** Labour (25 specialized Triangle Benefits promoters that rotate locations)

**\$90,000** Production (900,000 cards at 10 cents/card)

**Total = \$1,301,360 (approx.)**



# Tri ngle Benefits

A true Canadian Subscription  
Service.





*The Canadian Tire*  
**MARKETING**  
*face off* 

*Thank you!*

Questions?