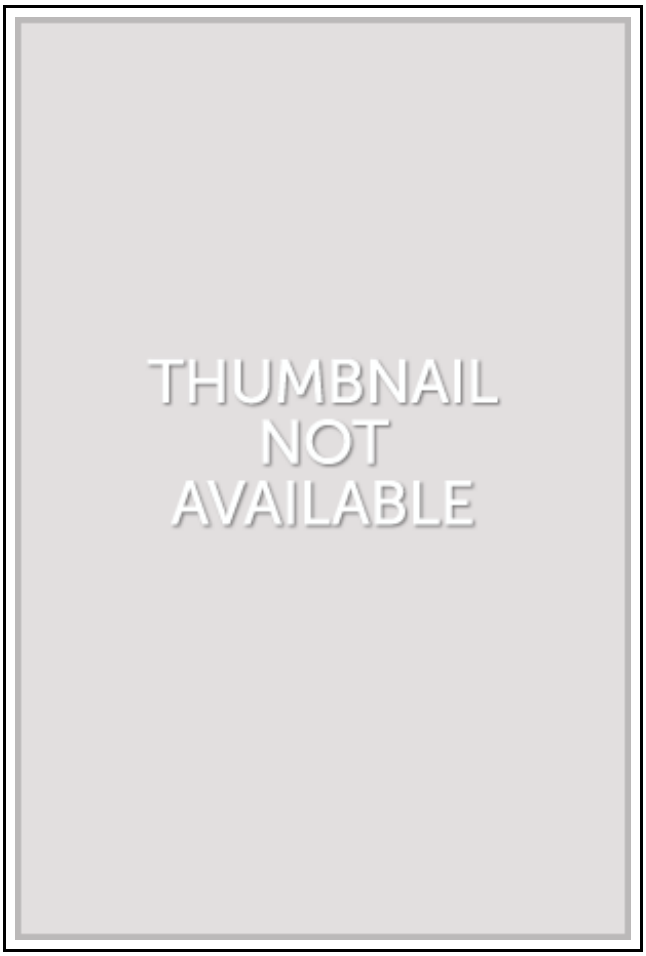
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(Mrs. Jane Quitzon DDS)

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GRIN Verlag Gmbh Jun 2015, 2015. Taschenbuch. Book Condition: Neu. 211x149x6 mm. Neuware - Project Report from the year 2014 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1st Class / 77%, University of Kent (Kent Business School), course: Business Administration (Marketing), language: English, abstract: The Saga Group is the UK's leading provider of products and services targeted to people aged 50 and above. These include insurance, personal finance, the 7th most read paid for magazine in the UK (Press Gazette, 2013) and holidays. Saga Holidays is exploring a loyalty scheme proposal and the report provides a concept and comprehensive communications plan. The report provides a contextual analysis of the UK travel industry and outlines that Saga offers holidays which are focused on value and quality. This is supported with a perception map which highlights how there are a number of competitors within the all-inclusive segment. Following this is a SWOT analysis outlining the internal capabilities and the external options of Saga Holidays. Based on primary research with 50 respondents and secondary sources the segmentation of the target customers has identified 3 groups who the loyalty scheme should be targeted at. The Saga One loyalty card rewards the customer with what they want. Saga One is a customer focused loyalty scheme offering exclusivity, experiences and most importantly simplicity. The strategy suggested is over a 12-month period and in total has 6 objectives that it will seek to achieve by applying the DRIP framework and pull strategies. Based on the strategic analysis the communications mix uses a combination of above and below the line methods. The scheme will be communicated using Sagas well-established channels and advertising, the report presents pre tested concepts in Appendix P. The Saga One loyalty scheme has three key themes of Exclusivity, Experience...

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