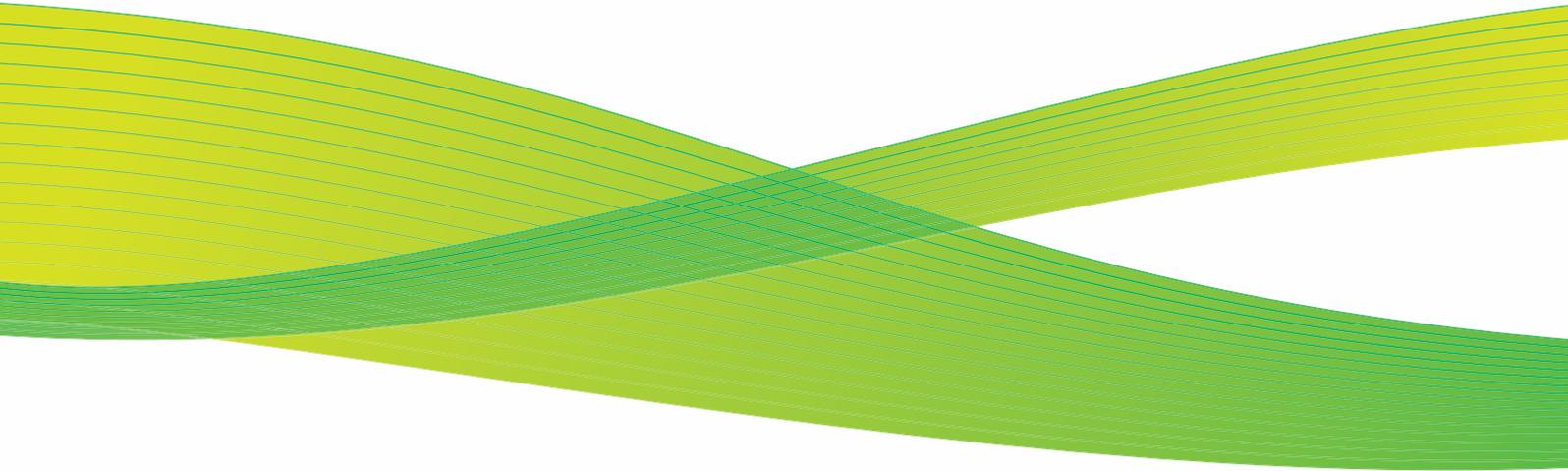


# Reinforcing a solid symmetry with customers

Insurance provider strengthens brand relevance with ambitious cross-media campaign.



## At A Glance:

### The Challenge

- Create a complete brand experience with personalised, one-to-one encounters for genuine customer interaction
- Update information on wide range of customers, enabling Manulife Singapore to better understand the evolution of their customers
- Linking brand, agent, and customer together in the communication platform

### The Solution

- Engage the Fuji Xerox 1:1 Experience Service to execute personalised cross-media campaign
- Direct mailer delivered a tailor-made greeting and an invitation to a personal website (PURL)
- PURL with online game and Q & A provided a point of interaction with customers
- Emails before and after web experience created additional communication touch points

### The Results

- The campaign generated a response rate of 30% (average on five months), well above industry average of 3.5%
- Symmetries strengthened: bonds between agent/customer, customer/company, and agent/company enhanced via campaign's meaningful communications
- Valuable insights on customers
- Industry accolades garnered at the 2012 Marketing Excellence Awards



### CLIENT PROFILE

## Manulife Singapore

Established in 1980, Manulife Singapore proudly represents Manulife's global tradition of strong, reliable, and forward-thinking financial solutions in the Southeast Asian region. With a base of over 164,000 clients, served by a staff of over 200 employees and over 1,000 full-time professional Financial Planners, the company endeavours to provide real value and real solutions for their customers' requirements throughout different life stages.

<http://www.manulife.com.sg>

### THE CHALLENGE

## Building a Multifaceted Brand Relationship

In the competitive financial-insurance industry, the strength of a brand is key to establish trust and confidence with consumers. Creating a solid symmetry between the company's offerings and the evolving needs of current and potential customers required a solution that was fresh, personal, and trustworthy.

To emphasise its brand attributes as a strong, reliable, trustworthy, and forward-thinking company, Manulife Singapore launched their "Cubes" global branding in the city. As the first country-wide initiative to build brand awareness in Singapore, the campaign was to be executed on multiple platforms: newspaper, bus and taxi shelters, and other prominent visual displays throughout the city.

### Personalising the brand experience.

Manulife Singapore aimed to complete the brand experience by bringing it to a more personal level. While several outstanding above-the-line activities were deployed, a one-to-one solution was needed to bring the Manulife brand to the forefront of customers' minds. To do this, the company sought to create an experience of Manulife Singapore where each customer is a treasured individual that could interact with the brand directly.

### Updating information on customers.

Insurance service products need to be specific and tailored for customers' ever changing life experiences. However, information on the customers' life cycles, changing events, and evolution milestones

were not always captured. Third party relation made it difficult to influence customers with up-selling and cross-selling offers. Since the target audience was composed of varied age groups—from 18 to 55 years old—Manulife Singapore needed a way to keep their customer profiles updated.

### Linking brand, agent, and customer together.

A third challenge for Manulife Singapore was to strengthen the relationship of Manulife agents and their clients within the communication platform. The solution needed to be an opportunity for agents to connect with their clients while establishing the brand experience.

## THE STRATEGY

# Keeping It Personal on Multiple Fronts

Manulife Singapore engaged the Fuji Xerox 1:1 Experience Service to deploy a cross-media, one-to-one campaign.

The 1:1 Experience Service team executed a strategic campaign that focused on customers' birthdays—communicating how, in this special event, individuals are remembered. This would strengthen the message that each customer is important to Manulife—thus enhancing the intimacy and experience of the brand.

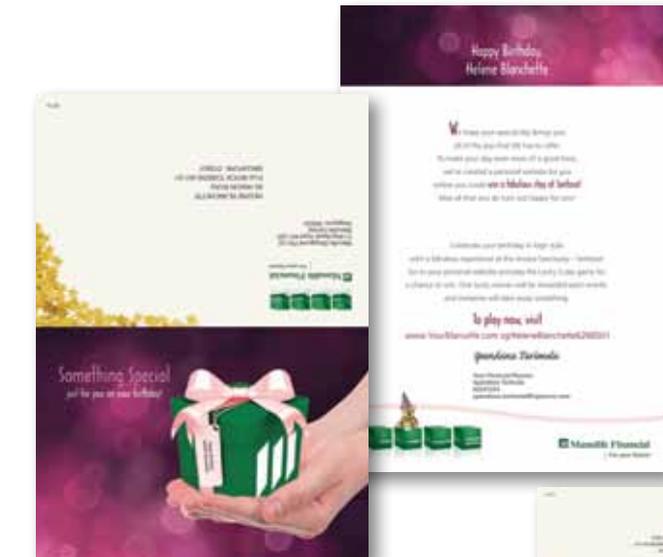
### A hand-signed, hand-held greeting.

The first touch point of the campaign consisted of a customised birthday card mailer personally signed by the customer's agent. Both content and image were adjusted according to the recipient's gender, age group, and past purchase or profile. The warm, celebratory message contained no commercial skew, but would include a personalised web address (PURL) to drive the customer online to pursue their birthday experience.

### Close encounters of the online kind.

This fully variable website comprised the second stage of the communication. On their individualised microsite, the customer would be greeted by a festive image of balloons, each linked to a fun activity.

The "Lucky Cube Game" invited participants to discover their birthday gift in a delightful manner. At the end of the game, participants were given a shot at the grand prize, a luxurious two-day stay at a high-end hotel.



Sample Birthday Card Mailer for Female Customer

Meanwhile, the "Good Life Quiz" provided an entertaining Q & A interaction which also assessed the customer's current life stage coverage. By adjusting automatically to the customer's quiz choices, the website collected additional information on the customer while generating tailor-made financial advice throughout the online experience.

While any cross-sell or up-sell would be of a soft nature, the web experience gently encouraged a continued engagement with Manulife Singapore, one that was based on customers' personal needs. It likewise reinforced how Manulife Singapore might be the best solution for those needs.



Sample Birthday Card Mailer for Male Customer

**Keeping in touch.** The campaign also utilised email as a support channel for friendly communications before and after the PURL interaction. Email reminders were sent to Manulife clients who hadn't visited their PURL in 10 days, reactivating customers who may have missed their birthday card contents. Those who had visited their PURL were sent a post-PURL email to thank them for their participation.



Sample PURL for Female Customer



Sample PURL for Male Customer

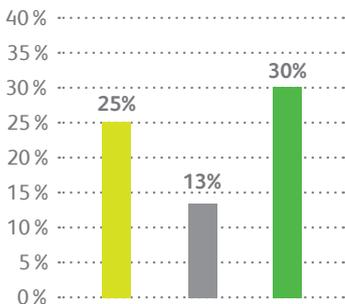
## THE RESULTS

# Impressive Response Rates

The campaign was launched in August 2012, and began collecting impressive results just five months after its start. The integrated communication channels provided a platform of multiple touch points with customers. While each yielded strong response rates, it was the combination of these strategic points of contact that produced impressive results for Manulife Singapore.

Compared to the industry's average 3.5% response rate to direct mailers, Manulife Singapore's birthday card mailer alone yielded a response rate of **25%**. The second touch point, an email reminder\*, garnered an additional **13%** click-through conversion rate to the birthday card mailer. For the third touch point, the PURL, **93%** of the total visitors played the "Lucky Cube Game", and **98%** of those who played downloaded the gift voucher. Overall, the campaign pulled an average of **30%** response rate.

## Response Rate



- Birthday Card Mailer Response Rate
- Following an Email Reminder\*, additional 13% click-through conversion rate to the Birthday Card Mailer
- Combined Channel Average Response Rate

\* Only 30% of the remaining 75% non-respondents have valid email address for the email reminder to activate.

**Staying in touch through changing times.** The campaign also succeeded in catching up with customers' changing life circumstances in the past year. Thanks to the welcoming and engaging interactions via their personalised microsites, customers willingly shared their information, effortlessly updating Manulife Singapore's database.

This valuable data collection will enable Manulife to further tailor and target its future communication campaigns.

**Strengthening bonds.** The highly personalised nature of the campaign's print and online experience not only reinforced Manulife's brand attributes—it also succeeded in strengthening the existing relationship between Manulife Singapore agents and their customers.

The company received numerous positive and enthusiastic responses from customers since the campaign's launch, and agents themselves reported an increase in appreciative compliments from customers in light of the refreshing and thoughtful gesture. In the end, a stronger symmetry was created—not only between agents and customers, but also between the company and their extensive base of agents.

### Marking its place in the industry.

The personalised cross-media campaign also yielded success in the context of the broader industry: Manulife Singapore placed as Finalist in the 2012 Marketing Excellence Awards. With the 1:1 Experience Service team, Manulife Singapore received acclaim as one of the organisations that elevated their brands towards distinct success through innovative marketing efforts.

The combination of strategic points of contact produced impressive results for Manulife Singapore.

- 1 Overall Campaign Result**  
30% average response rate
- 2 Birthday Card Mailer**  
25% response rate
- 3 Email Reminder**  
Provided additional 13% response rate to birthday card mailer
- 4 PURL**  
93% of the total visitors played the "Lucky Cube Game", and 98% of players downloaded the gift voucher.



The Manulife Campaign was featured in the January 2013 issue of Marketing magazine, Singapore.

For more information, call or visit us at

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