



OPIA

CASE STUDY

Driving OEM value
through Member Club
value-add promotions

Costco, Sam's Club and BJ's

The Market Opportunity

Membership-based retail clubs serve millions of members and are famous for exclusive offers and excellent customer experience.

Opia has partnered with two global consumer electronics brands to create promotions that reward members and drive sales volumes.

The Challenge

In the highly competitive consumer electronics market, particularly within membership-based retail giants, maintaining profit margins while driving sales volumes poses a significant challenge. Price discounting, a common tactic, often erodes brand value and profitability.

Our Approach

Opia provides a turnkey solution to provide member value without diminishing brand perception or costly discounting.

- Consumer friendly, simple claim journey
- An effective solution for the club channel member value requirement.
- A cost-effective solution to create consumer value to avoid costly price discounting or exclusivity.

BRAND IN FOCUS

LG Electronics

This brand, a leader in consumer electronics, initiated an innovative promotion to boost sales of its monitors at a major membership-based retailer without resorting to price discounts. By offering customers a choice of streaming service subscriptions as a gift with purchase, they aimed to enhance the perceived value of its monitors while catering to the evolving entertainment needs of its target audience.

This brand sought an alternative approach to incentivize purchases of its monitors while reinforcing its premium positioning.

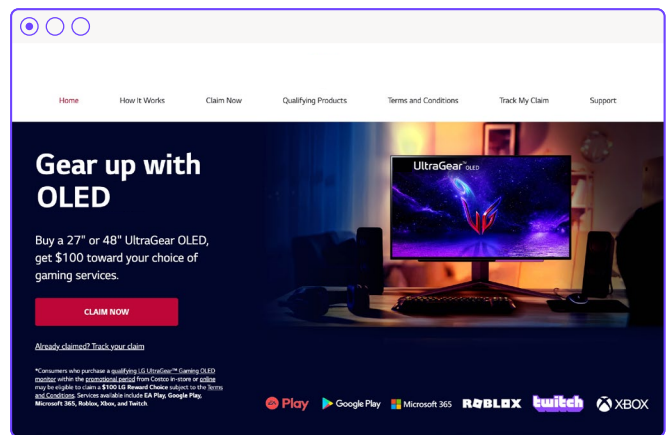
Objective

1. Increase sales of monitors at a major membership-based retail outlet.
2. Preserve profit margins without resorting to price discounting.
3. Enhance brand perception and customer loyalty.
4. Align promotional efforts with evolving consumer preferences in entertainment consumption.

Target audience - Gamers

Their monitors are renowned for their high refresh rates, low response times, and other features optimized for gaming. Gamers, especially those who prioritize performance and visual quality, would be a primary target audience.

The gift-with-purchase program, offering customers their choice of streaming service subscription with the purchase of a monitor, exemplifies a successful alternative to price discounting. By aligning promotional efforts with evolving consumer preferences and enhancing the perceived value of its products, this brand achieved sales targets and maintained profitability while reinforcing its brand positioning in the competitive consumer electronics market..



Reward Choices

EA Play, Google Play, Microsoft 365, Roblox, Twitch, and Xbox.

Results

1. **Sales Uplift:** The gift-with-purchase promotion drove a notable increase in sales of monitors at a major membership-based retailer, exceeding initial projections.
2. **Profit Margin Maintenance:** Despite the added cost of providing streaming service subscriptions, they successfully preserved profit margins by refraining from price discounting.
3. **Brand Perception Enhancement:** The innovative promotion reinforced this brand's image as an innovative and customer-centric brand, fostering positive associations among consumers.
4. **Customer Satisfaction:** Customers appreciated the added value of receiving a streaming service subscription with their monitor purchase, leading to higher satisfaction levels and potential repeat purchases.

Marketing Survey Results

81% of customers surveyed are satisfied or very satisfied with the promotion.

90% of customers survey stated that the promotion influenced them to make the purchase.



Partnering with OPIA to Unlock Value

OPIA sales promotion allows our partners to create an exclusive club channel offer through a frictionless, and positive customer experience that creates consumer value, drives sales, and grows brand loyalty.

OPIA

Our teams are present in New York, London, Paris, Milan and Melbourne and we operate in over 40 countries.

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