



CONCORD, EPS

SITUATION ANALYSIS:

Concord, EPS is one of the largest electronic payment companies in the United States. In addition to their many products (Electronic Debit Transactions (EDT), Credit Card transaction processing, and Electronic Benefit Transaction (EBT) processing) Concord wished to launch a new product offered to small retailers - ***The Concord Gift Card Program.***

MARKETING OBJECTIVES:

- Position Concord as the full-service electronic payments provider to small and medium size retailers
- Launch the new Gift Card Program through a direct mail blitz to retailers
- Launch the new Gift Card Program through an in-store point-of-purchase campaign to consumers
- Generate consumer interest in Gift Card opportunities at the point-of-sale.

MARKETING STRATEGIES:

- Convince retailers that adding the Concord Gift Program would increase sales at low risk and at no cash outlay
- Develop compelling point-of-purchase graphics to promote the new Gift Card program to consumers including promotional wall and window posters, counter cards, ceiling danglers, buttons, and seasonal Gift cards.
- Support the point-of-sale marketing with attention getting direct mail to retailers promoting the new program.

RESULTS:

- Over 1,700 new retail outlets signed up for the Concord Gift Card Program which was then offered it to hundreds of thousands of consumers
- An estimated \$6,000,000 in added revenues were generated for Concord from the new Gift Card program during the first year of execution

