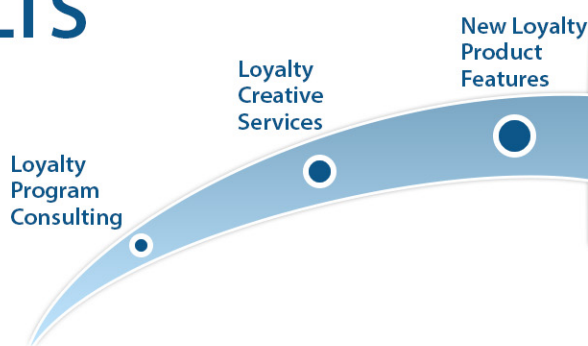


How can a company grow revenue and separate itself in a highly competitive market?



3 CIRCLES STRATEGY IN ACTION

RESULTS



Within **12 months**, these innovations became

20%
of annual revenue mix.

THE BUSINESS SITUATION:

- ➔ Loyalty programs were evolving quickly and program owners were demanding more features both faster and cheaper.
- ➔ The loyalty provider marketplace was highly competitive with established players along with a wave of new entrants.

THE STRATEGIC MOVE: *Placed a bet using market insight & existing advantages*

- ➔ Proactively develop features that expanded points as currency, lower cost redemptions and digital rewards
- ➔ Extend the company's differentiated consultative approach into revenue-producing activities.

THE DELIVERABLES:

- ➔ **New Product Features**
 - > 500% increase in capital investment
 - > Built market exclusive offerings such as iTunes e-rewards and low cost points-and-cash rewards.
- ➔ **New Services**
 - > Packaged branding, creative and campaign management offering for loyalty campaigns.
 - > Ran loyalty campaign for the company's largest client, displacing multiple national agencies of record at the time.
- ➔ **New Business Model**
 - > Offered program design and optimization support as a separate fee for service.
 - > Sold engagement to top-tier bank but merger prevented project from moving forward.