

ADVERTISING

Tag Heuer aims for higher customer retention with agency appointment

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By KAYLA HUTZLER

Swiss watchmaker Tag Heuer's British arm will be upping its direct marketing and customer relationship marketing with its new appointment of agency Tangent Snowball.

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Tag Heuer's British customers and fans of the brand can expect to see an increase in direct mail pieces and creative digital media that aims to create a singular “customer view.” The appointment came after a pilot direct mail campaign conducted by Tangent Snowball resulted in an increase in sales for **Tag Heuer**.

“Our goal is to help Tag Heuer make great and meaningful connections with its valued customers throughout the year,” said Helen McCall, account director at Tangent Snowball, London.

“We want its CRM activity to be best in class and reflect the precision, quality and prestige of its products, producing campaigns and communications that would be expected by its rightly demanding and esteemed customer base,” she said.

“Purchases like Tag Heuer have a true meaning – they're not just driven by necessity but they're driven by a genuine appreciation of the brand.”

Tangent Snowball is a full service agency that uses data, strategy, technology and creative

to help organizations develop multichannel campaigns.

The agency has worked with luxury brands such as Bang & Olufsen and Alfred Dunhill.

Aim to serve

Tangent Snowball will serve as Tag Heuer's solo digital creative, direct marketing and CRM agency throughout Britain.

The brand plans to focus much of its efforts on increasing customer retention by providing relevant and targeted messages to Tag Heuer watch owners.

Tangent Snowball's immediate plans are to use the watchmaker's database to reach customers who may need to service their watches.

It plans to identify which customers are likely in need of service for watches, and what sort of service might be required.



The messages will therefore be as targeted and relevant as possible to the Tag Heuer customer.

"Currently, all of our activity is primarily aimed at existing Tag Heuer customers," Ms. McCall said. "We use profiling to select appropriate segments for each and every campaign.

"We aim to produce campaigns that are highly targeted and opposite to the individual, all of which is driven by the single agency approach," she said.

Watch the mail

The agency will also be promoting Tag Heuer's various sponsorships and partnerships.

For example, the watchmaker often supports the Goodwood Festival of Speed, the Rugby Football Union and different movie and documentary releases.

Tangent Snowball plans to use traditional marketing along with microsites and interactive competitions to help spread the word about the sponsorships.

For the majority of the CRM-focused campaigns, the agency will use print mail and email marketing.

Tangent Snowball will leverage Tag Heuer's Britain-based monthly email program and the brand's customer database of more than 100,000 people to access customers.

In addition to the aforementioned service-oriented emails, customers will receive monthly news updates and exclusive invitations to Tag Heuer events through this year's campaigns, according to Ms. McCall.

Printed direct mail pieces will be a favorite vehicle of the agency due to its ability to bring together various platforms and provide a luxurious, personalized element that digital media cannot.

"This form of communication lends itself very well to luxury," Ms. McCall said. "With the correct creative execution, we produce premium pieces that hold immense prestige and truly influence Tag Heuer's customers whilst making them feel genuinely valued and engaged with the brand.

"Direct mail, in general, is enjoying a much-lauded renaissance in the luxury space and this is fundamentally due to the fact that it lends itself to the multi-sensory experience that luxury products and branding rely upon," she said.

"It is tactile and engaging and this aligns perfectly with the tactility of Tag Heuer's products and brand."

Final Take

Kayla Hutzler, editorial assistant on Luxury Daily, New York