

Innovative Services Marketing Communications





GEICO®

GEICO's Gecko is an Advertising Icon

- Ø Use of brand icons to make the service tangible and differentiable
- Ø Critical in the insurance subsector : service complex and difficult to visualize and understand
- Ø Gecko, the lizard represents the company
- Ø Gecko, provides a tangible that is memorable and unifies co.'s communications
- Ø Gecko generates brand visibility

Standing Apart from the Competition

“A business must set itself apart from its competition. To be successful it must identify and promote itself as the best provider of attributes that are important to target customers.”

George S. Day

Key Communication Challenge

- Intangibility
 - ü Service not made of physical matter
 - ü Service itself difficult to show
 - ü Cannot be previewed or inspected in advance
 - ü Often complex and difficult to understand
 - ü High perceived risk

Effective Strategies: Address Intangibility

- Ø Use distinct mental visuals : an umbrella for protection and reassurance
- Ø Use recognizable brand icons to represent the company
- Ø Provide tangible clues & feature tangibles
- Ø Show expertise & Commitment of back-office employees
- Ø Create humorous, compelling ads that generate talk
- Ø Design the service environment incl. support systems (CRM)

Effective Strategies

- Ø Create a strong service brand
- Ø Communicate brand strengths and benefits
- Ø Remember that the primary brand in service is the company itself
- Ø Use IMC: Ads via media vehicles, the brand name, websites, employees, facilities.. Must have a consistent , well integrated and unified message

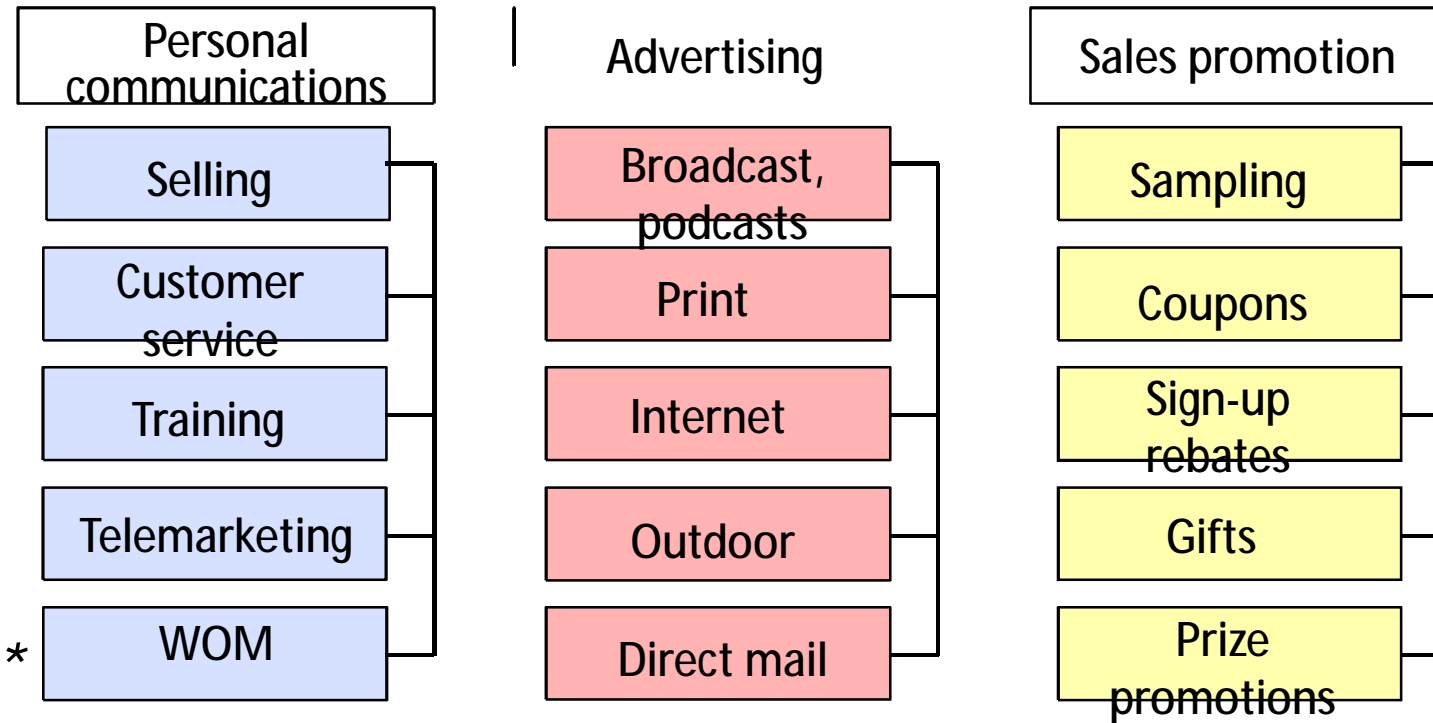
DHL: Promoting the Efficiency of Its Import Express Service

- Use of an easily grasped metaphor
 - Heavily knotted string represents how complex importing can be
 - Straight string represents how easy it would be using DHL's express service



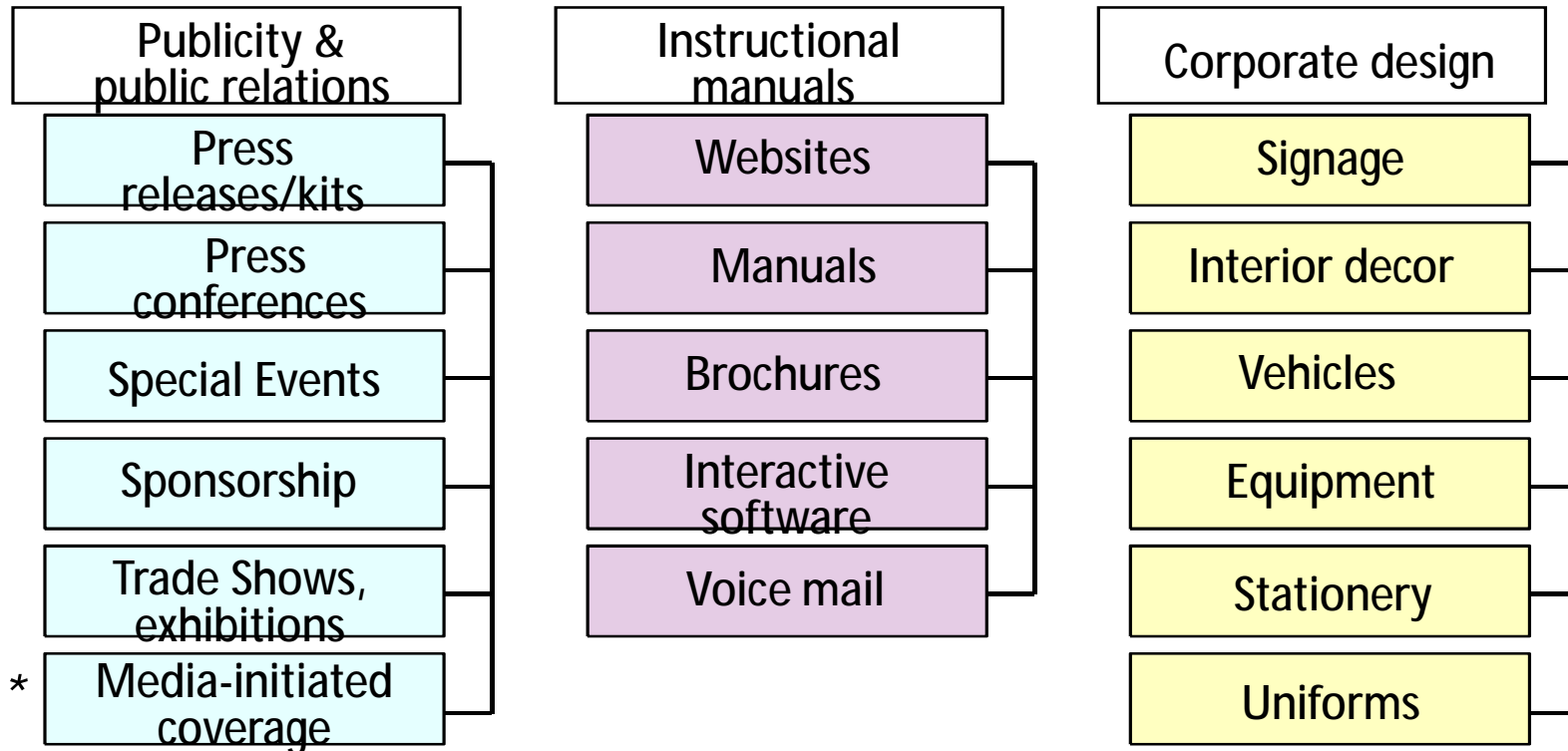
Source: Courtesy DHL Express Singapore

Marketing Communications Mix for Services (1)



Key: * Denotes communications originating from outside the organization

Marketing Communication Mix for Services (2)



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Effective Strategies

- Ø Use visualization: vivid mental picture of service's benefits or qualities
- Ø Use documentation: objective data and factual information
- Ø Feature service employees in communication
- Ø Use testimonials: opinions from other customers
- Ø Leverage social media

Wausau Insurance

- Wausau Insurance promotes innovative people@work program
- Targeted at employers
- Gets injured employees back to work faster, doing appropriate tasks
- Builds on expertise in preventing and managing workplace accidents
- Bottom line: A Better Value

**WE'LL HELP GET INJURED EMPLOYEES
BACK TO WORK FASTER.
AND SOMETIMES, AROUND WORK FASTER.**

People are human. Accidents happen. Even with all the loss prevention in the world, which is why having a plan to deal with accidents is just as important as having a plan to avoid them in the first place. That's where our People@Work™ program comes in.

At Wausau, we'll work with you to develop a return-to-work program that fits your needs. From simplifying the claim process to coordinating with health care providers, we'll make sure your employees get the medical care they need on a timely basis. We'll also work with you to find medically appropriate transitional duties employees can perform while they heal. This allows them to return to work sooner, which can boost morale and productivity, and speed recovery. All of which can have a positive impact on your bottom line. And, of course, our loss prevention experts will work **PRICE ≠ COST.** with you to help ensure that accidents don't happen in the first place. It's all part of Wausau TotalValue.™ For more, contact your Wausau representative or appointed Wausau broker.

Wausau
COMMERCIAL AUTO GENERAL LIABILITY PROPERTY UMBRELLA WORKERS COMPENSATION

BOTTOM LINE, A BETTER VALUE.™

Wausau Insurance Companies
2000 Westwood Drive, Wausau, WI 54981
www.wausau.com • 1-800-858-5656

Effective Strategies: Educate Customers

- Encourage trial by offering promotional incentives
- Reduce uncertainty/perceived risk by providing useful info and advice
- Provide reassurance (e.g., promote service guarantees)
- Familiarize customers with service processes before use
- Teach customers how to use a service to best advantage
- Recognize and reward valued customers and employees

Effective Strategies: Educate Customers

- Ø Relationship marketing strategies based on account management programs:
 - Customer assigned to a designated account manager
 - Ongoing need for advice, education, and consultation
- Ø Interpersonal encounters educate customers and preferences for particular brand or products

Strategies to stimulate positive WOM

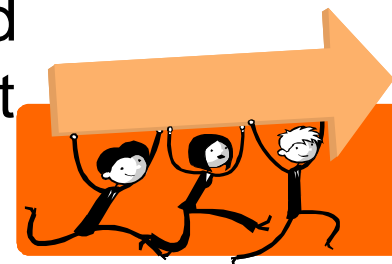
- Ø Referencing other purchasers and knowledgeable individuals
- Ø Creating exciting promotions that get people talking about firm's great service
- Ø Developing referral incentive schemes
- Ø Offering promotions that encourage customers to persuade others to join them in using the service
- Ø Presenting and publicizing testimonials that stimulate WOM

Effective Strategies

- **Create sub-brands of services using company name**
- Created “FedEx family of companies” consisting of sub-brands for different services
 - FedEx **Express**
 - FedEx **Ground**
 - FedEx Home Delivery
 - FedEx Freight
 - FedEx Custom Critical
 - FedEx Supply Chain Services
 - FedEx Kinko’s
- Each subbrand has different color scheme for second word to create differentiation for subbrands
 - Express is red/orange
 - Ground is green

Isolating marketing activities from other activities may result in conflicting message

- ✓ Customers will not have a clear picture of a firm's positioning and value proposition
- ✓IMC ties together and reinforces all communications to deliver a strong brand identity
- ✓Communications in different media should form part of a single, overall message about the service firm



Thank You.