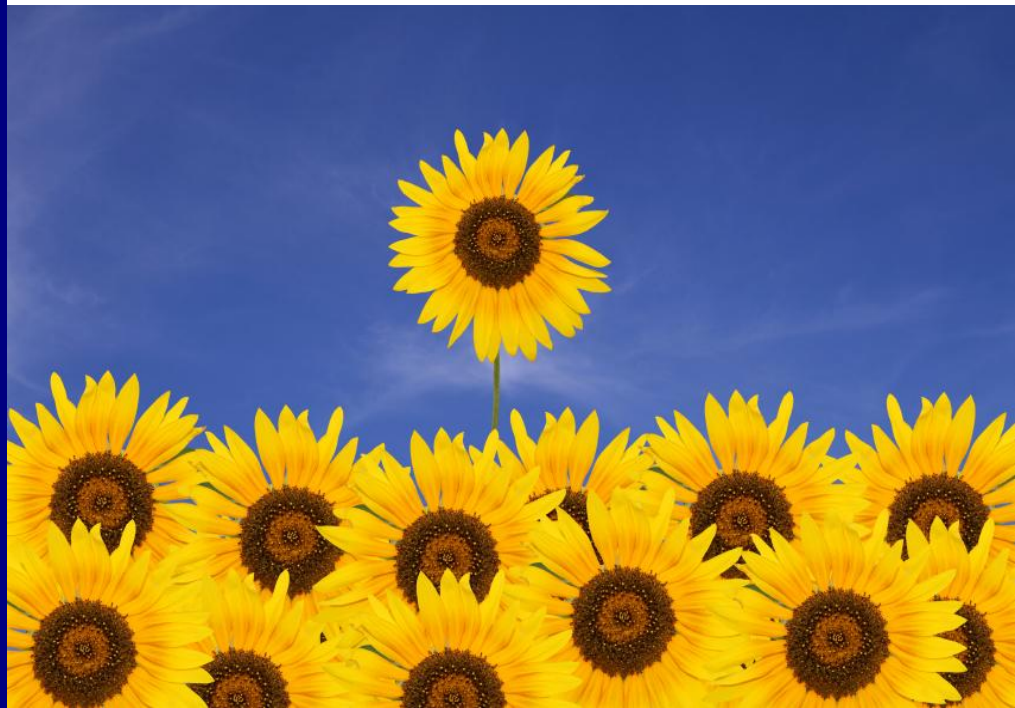


Added Value

Add value and stand out from the crowd



How far will our brand stretch?

Could we sell more products and services to our customers?

Are we looking for new ways to tie customers in and add value?

Which partnerships could achieve this?

Which internal capabilities do we need to succeed in partnerships?

When looking for new ways to generate income and strengthen customer relationships, affinity partnerships provide an opportunity to differentiate a brand within a crowded marketplace.

ADD VALUE & GENERATE INCOME

GET THE MOST FROM YOUR BRAND

Marketing partnerships can provide an opportunity to generate extra revenue and help differentiate your brand within a crowded market place.

Affinity Solutions can help you select the right products and services, identify potential suppliers and facilitate the development of partnerships best suited to the needs of your customers.

Whether you are interested in extending your brand into entirely new markets or simply interested in marketing alliances, our tried and tested methodologies, experience and network of contacts make us ideally placed to source partnerships which will deliver real commercial advantage.

DELIVERING THE PROMISE

The process used to develop and implement a partnership strategy will be tailored to your exact needs but typically follows a two-stage process.

The first stage focuses on the development of a partnership strategy and may include an exploration of:

- ❑ **Strategy** – What are the key objectives and the significance of partnerships within the wider marketing strategy?
- ❑ **Resources** – What resources are in place to implement, service and manage partnerships?
- ❑ **Competition** – How will the partnerships help differentiate the brand within its market?
- ❑ **Identification** – Which partnerships will offer the greatest potential?
- ❑ **Concept** – How will the partnership be structured in terms of customer proposition, partnership proposition, customer journey, features and benefits and fulfilment mechanics?
- ❑ **Contact strategy** – How will the key decision makers be contacted and influenced?

The second stage typically focuses on implementation and facilitation. As the success of the strategy will depend on the quality of the partnerships agreed, Affinity Solutions are able to aid this vital process in a number of ways including:

- ❑ **Contacts** – Establishing contact with decision makers and generating interest
- ❑ **Facilitation** – Agreeing outline terms and introducing the key staff involved in implementation
- ❑ **Negotiation** – Facilitating commercial agreements and addressing any issues which may arise
- ❑ **Management** – Managing implementation and account handling during the lifetime of the partnership

ACCOUNT EXPERIENCE

Affinity Solutions' experience of added-value partnerships spans a number of different business sectors, product ranges and media including:

- ❑ Advising a number of leading UK newspaper groups on the creation of added-value products and services designed to increase brand affinity with their readerships, without compromising existing advertising revenue or editorial independence
- ❑ Facilitating partnerships on behalf of a number of the UK's largest charities, specifically designed to supplement existing services, raise awareness and generate income
- ❑ Working with some of the UK's largest retailers to assess their market entry strategies and to secure long-term income streams from major financial services' partners

Could added-value partnerships enhance your business?

- Could your brand extend to more products and services?
- Are you looking for ways to differentiate within a crowded market place?
- Are you looking for new income streams?
- Could partnerships help achieve key corporate goals?
- Could your brand benefit from association with other brands?

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AffinitySolutions
Creating Value from Partnerships