

# Barclaycard Long-Term 360 Partnership



+35%

Increase in brand consideration for Barclaycard due to the partnership

## Client Objective

With an increase in consumer spend on experiences rather than things, Barclaycard want to be famed for bringing live entertainment to customers.

The Barclaycard Entertainment proposition helps to drive both customer retention and acquisition by offering cardholders exclusive benefits to help them get more out of live events.

## The Big Idea

At the beginning of 2020, we created a partnership to align Barclaycard with a portfolio of our events. Offering cardholders pre-sale tickets, ticket discounts and event perks across everything from intimate Radio X Presents gigs to sell out stadium shows like Capital's Summertime Ball.

However, by leveraging Global's unique portfolio, Barclaycard could engage customers beyond just ticketing and IP rights. And when Coronavirus hit, it was by utilising every part of our business that we were able to keep Barclaycard synonymous with live entertainment in a year without any.

## Making it Happen

As the pandemic persisted the availability of new, live content was limited. We saw an opportunity to create something that gave audiences a way to connect through music and the joy of live entertainment. By bringing uplifting live entertainment experiences to consumers, but directly into their homes.

Firstly, we brought back Capital's Summertime and Jingle Bell Balls through 'Best of' shows. Our audience couldn't be together at Wembley or The O2 so we amplified the reach of this content via Capital channels and secured further distribution deals with Sky One and YouTube. These weren't just highlights shows, we created live broadcasts hosted by presenters with new programming. Such as interviews with pop royalty and exclusive behind the scenes 'backstage' content for Barclaycard's own channels as a reward for cardholders.

Entertainment is in our blood, it's what we do – so we were absolutely committed to bringing live music back with Barclaycard. The pandemic has forced change for many businesses, but we viewed it as an opportunity to connect with audiences in more inspiring and agile ways using technology. We created a 'hybrid' live music solution for Barclaycard with a live performance from Liam Payne on Capital. And on Radio X, virtual acoustic gigs from Nothing But Thieves, Jake Bugg, Tom Grennan and DMA's exclusively for listeners and Barclaycard customers, streamed live into their homes via a secure link. So, as the country went into its second and third lockdowns - the show must go on and did!

## Results

The partnership successfully paired innovation with our emotion-driven need for togetherness to deliver 'at home' live entertainment experiences to Barclaycard customers and give people a much-needed lift throughout the pandemic.

Radio X Presents Nothing But Thieves with Barclaycard went on to be the most engaged competition ever for Barclaycard Entertainment – a proposition that has been running successfully for more than 10 years.

Campaign research showed that consideration for Barclaycard increased by +35 percentage points as a result of the partnership and even increased amongst existing customers. Consideration for a new financial product amongst current Barclaycard users was boosted by a further +7 percentage points from an already high base.

Sources: Differentology research and Global Data