Team 4: Case Marketing Proposal

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Team 4’s Macy’s proposal will include a revision of Macy’s loyalty program. Our goal is to come up with an idea to increase efficiency and streamline different Macy’s loyalty programs. We plan to streamline customer loyalty through a series of in-store rolling coupons and by revamping their website.

I. Current Macy’s Loyalty Program- Problems
   A. Credit Card Program-- if you are a holder of an official Macy’s credit card you can rack up points by using it at restaurants, stores or gas stations and earn reward points
   B. The program currently has four levels-- Bronze, Silver, Gold and Platinum
      1. The Bronze program does not require a Macy’s credit card and just makes you eligible for perks and discounts
      2. The Silver, Gold and Platinum programs require the Macy’s credit card and gives you a range of benefits depending on which level you subscribe for, such as free shipping for online orders or 5% back in rewards

II. Proposed Theme for New Loyalty Program: ADAPT
   A. Rationale
      1. This loyalty program will focus on being adaptive for the customer. The interactive app and program will have algorithms that provide promotions based on customer interest.
III. Specific Implementations

2. As you buy products from specific brands, the program will change your recommendations and will provide different coupons based on the brands you have currently bought and similar brands. For example, if a customer purchased many Nike products, the program would provide the customer with coupons for more Nike products, as well as Adidas and Champion.

3. New customer have a sign up process where the app gets to know you immediately
   a) Like Target’s cartwheel program, you choose a couple of brands that you like and the loyalty program will be tailored to your interests

4. In Store Promotions
   a) Will give you a notification when you’re near a Macy’s
   b) Get a notification when you are walking through the store about current deals and promotions