

Regus Day Pass

Case Study





Summary

Regus is the world's largest provider of flexible workplaces.

Over a million customers a day benefit from their locations spread across almost 100 countries. Their ever expanding range of innovative products and services enables people to work their way whether it's from home, on the road or from an office. Regus have recently launched a range of retail products that sees their services transformed into tangible, packaged products that are distributed through third party retailers

The brief

Regus required help in developing their global retail strategy, product positioning, brand and packaging execution.

A key feature of the retail proposition is a card centric membership scheme this required CR80 cards to be included within the packaging. The offer was made up of a long term membership card and a number short term, day pass cards used to access the various services.

Given the relative high cost of PVC cards, Regus required a cost-effective and quick-to-produce solution for the day pass cards that would not detract from the retail offer and price point, and at the same time complement the core membership PVC card.



The execution

We provided a tailored service for this project which included:

Consultancy – worked closely with Regus to devise a retail strategy, brand, packaging solution and advice on the most appropriate material for the production of the day pass cards to be used in their retail packs.

Research – involved in the market research and consumer insights in the UK and USA.

Artwork – provided full design and artwork service, applying corporate guidelines and design principals. Included pre-press and technical compliance for print, and data application.

Proofing – created PDF and digital proofs for client approval of packaging, supporting material and card data.

Print production – management of five SKUs over more than 50,000 retail packs that included metallic and special finishes.

Data – management of the data generation of membership codes

Testing – Assisted Regus with robust data testing

Fulfilment – Matched specific cards to retail packs

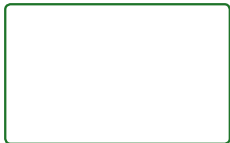
Retail distribution – Helped to identify and negotiate with retailers to stock and sell Regus retail products



The outcome

We successfully launched a range of five retail products for Regus in to retail channels in the UK the USA that featured the Green Gift Card in all packs. The retail programme continues to grow and new retail channels are developing on a daily basis.

We worked with Regus to create a new range of products that are sold within the Regus estate and retailers. These products also featured the Green Gift Card providing cost effective and environmentally friendly cards for single use/day pass products.



GGC1

CR80

Size: 86mm x 54mm

Material: Value Green Card (VGC)
660mic





GreenGiftCards.co.uk

Cheaper Quicker Greener

03303 332 250

info@GreenGiftCards.co.uk