

K E R V E

INTERVINO

PERSONALISATION WILL INCREASE ENGAGEMENT, SALES AND PROFITS

From Nike ID's sneakers to Share a Coke's labels, brands are driving engagement and sales through personalisation.



1.5M

SALES TO DATE¹



4.93%

SALES INCREASE²



450k

ORDERS IN AUSTRALIA³

Bain Insights found that consumers who have customised a product online visit that brand's site more frequently and are more loyal to the brand.

DEEPER BRAND ENGAGEMENT

- 78% of consumers are more interested in brands that create unique and personalised content²
- 6.8% increase in Coca-Cola's global Facebook fans as a result of Share a Coke²
- Consumers who customise products online visit that brand's website more frequently and for longer⁴

DATA ACQUISITION

- Every customer who places an order can be added to your eCRM database, subject to GDPR regulations

¹ Kerve and Intervino delivered this project

² <https://www.marketingweek.com/2015/11/10/personalisation-a-short-term-fad-or-long-term-engagement-strategy/>

³ <http://www.kwdoggett.com.au/2016/04/vopp-nutella-case-study/>

⁴ <https://www.forbes.com/sites/baininsights/2013/11/05/having-it-their-way-the-big-opportunity-in-personalized-products/#1ec2fbc516b9>

WHO WE ARE

INTERVINO

Intervino is the UK's leading personalised gifting and fulfilment business partner. Over the years we have worked with both online retailers and the world's largest FMCG businesses, and have developed an excellent reputation based on results. Our current clients include Diageo, Moonpig, Marmite, Vaseline, Baby Dove, Lynx, Not On The High Street, Interflora and Coca-Cola.

KERVE

We're an independent digital studio who build everything from websites to mind-controlled cars. With clients including Huawei, The Body Shop, MoneySuperMarket and Marmite, we've had success across a wide range of sectors; driving press coverage, customer engagement and sales.



TOGETHER WE CAN HELP YOU DRIVE £MILLIONS OF SALES

In 2016, Kerve and Intervino worked together on Marmite's 'Love It. Hate It. Name It' personalisation campaign. Kerve built the website, Intervino managed fulfillment, and Marmite have seen £1.5million in sales since its launch.

Since then, we've worked together to deliver Vaseline's personalised tins, driving 67,773 orders, worth over £500,000.

Individually, Kerve have built point-of-purchase personalisation kits for 150 The Body Shop stores worldwide, and personalisation apps for Dove Baby and Asahi; while Intervino have fulfilled personalisation campaigns for Coca-Cola and Moonpig.



PROCESS

WEBSITE

- Collaborative scoping to detail the project scope, resulting in a Functional Specification Document
- The website will be delivered inline with an agreed project plan, which details key milestones
- A dedicated project manager will oversee the website delivery
- Direct access to Kerve and Intervino staff at all stages of the project
- Weekly status meetings

FULFILMENT

- Providing a Q.A. storage solution
- Establishing print and packaging solutions
- Establishing the necessary digital printing and prototyping
- Establishing a fully comprehensive pre-launch product test
- Providing a fully integrated fulfilment and distribution service
- Providing a fully integrated order management system
- Providing a fully integrated customer services solution
- Troubleshoot on all aspects of the project



HOW MUCH WILL IT COST?

The costs are split into two parts - the design and development of the website, and the fulfilment of the printing and distribution.

WEBSITE

Design and build of mobile responsive personalisation website

- Allows user to personalise label (copy and images) and see results in real time
- Basket allowing multiple personalised products to be purchased
- Multi-stage delivery calculator
- Integration with Intervino fulfilment software
- Integration with Braintree for online payments
- Branded order completion emails automatically sent to consumer
- Social sharing
- Integration with CRM platform
- Product and brand information
- Terms & conditions, and privacy policy



WEBSITE COSTS

TASK	ESTIMATED COST
SCOPING - Functional specification document*	£2,000
SCOPING TOTAL	£2,000 + VAT
UX Wireframes and user journeys	£2,500 - £4,000
DESIGN Desktop and mobile PSDs	£5,000 - £8,000
BUILD Front-end templates HTML/CSS JS app logic Back-end + admin system 3rd party API integration (Intervino, Braintree, CRM partner)	£15,200 - £20,000
TESTING	£3,200 - £4,000
SUB-TOTAL	£25,900 - £36,000
PROJECT MANAGEMENT @ 15%	£3,885 - £5,400
DESIGN & DEVELOPMENT TOTAL	£29,785 - £41,400 + VAT

*The scoping cost is fixed but the design and development cost is an estimate. The scoping phase enables us to determine requirements and produce a detailed functaional specification. At this point we can confirm the fixed cost.

APP EXTRAS

Personalisation shown in real time in 3D
Example: <https://www.evoshave.com/customiseyours/>

- Web optimized 3D model: £1,500 - £2,000 per model +VAT
- Integrating 3D model with app: £5,000 +VAT

OTHER COSTS

- Webfont licenses
- Hosting
- SSL certificate

FULFILMENT

We'll work with you to develop the appropriate commercial model for your personalisation campaign, based on the logistical and product development requirements. The final model can include:

RESELLER AGREEMENT

- We agree the cost price for the core product within the overall retail price of the personalised gift
- Intervino purchases the product on agreed delivery and cost terms agreed with you
- Intervino then resells the product

CONSIGNMENT AGREEMENT

- You provide Intervino with product on a consignment basis
- Intervino pay you for all goods sold

PROFIT SHARING

- You provide Intervino with product at cost on a consignment basis
- Intervino complete the D2C process under a SLA and commercial profit share agreement
- You and Intervino share in the profits



SERVICE LEVEL AGREEMENT

WEBSITE

- Warranty up to 8 weeks after launch
- Ongoing support contract based on agreed coverage parameters and response times, a rate of £100.00 per hour +VAT

FULFILMENT

- Lead times on fulfilment - recommend 5-7 days
- Full customer service provision for duration of sales campaign
- Changes to labels charged per hour (TBC dependent on amendments)



THANK YOU

If you have any questions we're always happy to chat. Get in touch on email or over the phone and we'd be delighted to visit you to explain more.

KERVE:

Dominic Bradbury | info@kerve.co.uk | 01225 313888

Sam Taylor | sam@kerve.co.uk | 01225 313888

INTERVINO:

Amy Lennox | amy.lennox@intervino.co.uk | 0203 948 6824

Danielle Evatt | danielle.evatt@intervino.co.uk | 01623 726193