



LastMinute.com

Case study

Digital Relationship Marketing (RM) Academy
Extending the consumer journey with RM
LastMinute.com: Tonality and permission

LastMinute.com

Seasonal promotions that build brand

- Simple messaging
- Impactful creative
- Clear call to action
- Timed to be sent when bad weather broke in the UK summer (not an unusual situation)
- Builds personality of LastMinute brand as well as discussion between customers

From: lastminute.com
[mailto:uk2@lastminute.com]
Sent: 09 July 2007 13:51
To: Danny Meadows-Klue @ Digital
Subject: severe weather warning

Will the last person to leave the country please turn out the lights

Find your ideal holiday deal  

Check out the British Airways Sale - now on 

GRAB SUMMER

LastMinute.com Magazine style promotions

- Striking offer
- Strong subject
- Good targeting
- Good tone of voice
- Strong at brand building
- Encourages forward to a friend implicitly
- Gives a new reason to connect

From: lastminute.com [mailto:uk@lastminute.com]
Sent: 01 October 2008 01:18
To: Danny Meadows-Klue @ Digital
Subject: stitch up a mate for 45% off posh hotels



THE SECRETS THEY DON'T WANT YOU TO HEAR >> SHH!

TOP SECRET HOTELS

Posh Hotel Secrets Exposed!
The stars - the celebs - and you...

STITCH-UP-A-MATE!

CREATE A HOTEL SCANDAL WITH THEM AS THE STAR

SELL YOUR STORY HERE

The Secret's Out

Get up to 45% off when you book a Top Secret Hotel with lastminute.com. When posh hotels need to fill rooms, they give us low rates as long as we protect their identity until you've booked. And when you stitch up a mate we'll give you another tenner off.

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Tell me more ▶

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Using the subject lines as calls to action

- A neat example of a simple promotional mechanic within an email flyer
- The subject line acts as a brand builder, offer and call to action
- The 'we're 10' is a neat example of finding new reasons to create permission to re-contact customers

From: lastminute.com
 [mailto:uk2@lastminute.com]
Sent: 24 October 2008 12:02
To: Danny@Danny.co.uk
Subject: fly to Asia from £354 – book by sunday

lastminute.com we're **10** and having a blast

Home | Flights | Holidays | City breaks | Hotels Sale | Car hire

head east from just £354

Head somewhere new this winter

Limited offers - on sale until Sunday 26 October.

- ▶ **Heathrow to Bangkok - from £634**
With Thai Airways - fly 13 Oct to 9 Dec 2008
- ▶ **Heathrow to Hong Kong - from £462**
With Cathay Pacific - fly 1 Nov to 30 Nov 2008
- ▶ **Heathrow to Mumbai - from £354**
With Jet Airways - fly 13 Oct to 10 Dec 2008

.....

▶ **See all our Asia offers - book by 26 Oct**

sleep
in someone else's **bed tonight**

up to 45% off hotels sale ↻
lastminute.com

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Time based offers

- Using time based offers to sell perishable inventory is a tried-and-tested retail technique, but one that can transfer to services, finance and many more sectors
- Using the subject line and preview pane to make the sale gives double

From: lastminute.com
[mailto:uk2@lastminute.com]
Sent: 13 October 2008 12:02
To: Danny@Danny.co.uk
Subject: 48 hour theatre sale – up to 50% off

lastminute.com

we're **10**
and having a blast

Home

50% off
Theatre

Hotel Sale

£10 meals out

City breaks

Flights

The screenshot shows an email advertisement for LastMinute.com. The header features the company logo and a navigation menu with links for Home, 50% off Theatre, Hotel Sale, £10 meals out, City breaks, and Flights. The main content area has a purple background with a curtain graphic. A large circular graphic contains the text '48 hour theatre sale: your preview'. To the right, a white box with a pink header 'Up to 50% off theatre tickets' contains the following text: 'It's our 10th birthday this month which means a month of amazing offers, and another 48 hour theatre sale. You're one of the first people to know about it, so make sure you book the best offers right now to avoid disappointment.' Below this are two bullet points: '• Joseph with Lee Mead - best online price Up to 50% off until Tuesday - tickets from £15' and '• The Sound Of Music - up to 50% off No booking fee - tickets from £15'. At the bottom of the white box is a link: '▶ See all of our theatre sale here'.

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Targeted sales; segmentation

- Using segmentation and database driven profiling to target the right message to the right people in the right way
- Clear use of subject lines to communicate the offer and call to action
- Highly effective imagery and motivating copy

From: lastminute.com
[mailto:uk2@lastminute.com]
Sent: 27 October 2008 11:51
To: Danny Meadows-Klue @ Digital
Subject: 48 hour restaurant sale
– two courses for £14.99

The screenshot shows the lastminute.com website interface. At the top, there's a navigation bar with links for Home, Restaurants, £10 Theatre, Hotel Sale, 2 for 1 Spa, and Going out. A celebratory banner reads 'we're 10 and having a blast'. The main content area features a large 'London restaurant sale' banner with an image of a restaurant interior. Below this, a section titled 'D&D restaurants (formerly Conran)' details a 48-hour sale on two courses for £14.99 or three courses for £19.99. It lists specific offers for Quaglino's, SW1 (modern European) and Floridita, Wardour St, Soho (Cuban). A 'See all restaurants in our sale here' link is provided. Below this, two more sections are visible: 'Central London hotspots' featuring Bluebird Restaurant (British) and Sartoria (Italian), and 'Hip hangouts' featuring Kensington Place (chic) and Butlers Wharf Chop House.

lastminute.com we're 10 and having a blast

Home Restaurants £10 Theatre Hotel Sale 2 for 1 Spa Going out

London restaurant sale

D&D restaurants (formerly Conran)

Book a table in our **48 hour sale** on D&D London restaurants (formerly Conran), and you can enjoy **two courses for £14.99** or three courses for £19.99.

- **Quaglino's, SW1: modern European**
Two course menu for only £14.99
- **Floridita, Wardour St, Soho: Cuban**
Three course menu for just £19.99

➔ [See all restaurants in our sale here](#)

Central London hotspots

Book yourself the perfect after-work antidote with a cracking meal for less...

- **Bluebird Restaurant, King's Road: British**
Two courses and glass of wine for £14.99
- **Sartoria, Savile Row: excellent Italian**
Two course menu for £14.99

Hip hangouts

The best restaurants in the best London locations. Check out these chic eateries...

- **Kensington Place: West London chic**
Two course menu for just £14.99
- **Butlers Wharf Chop House**
Two course menu for only £14.99

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Calls to action

- Smart calls to action with time limited offers
- Getting the email to be an essential part of the brand proposition
- Boosting response by understanding customer behaviour and targeting the right people with the right message at the right time
- And a great 'forward to a friend' message to close it all off

From: lastminute.com
[mailto:uk2@lastminute.com]
Sent: 04 November 2008 17:23
To: Danny Meadows-Klue @ Digital
Subject: 24 hour preview on 3 hot deals
- especially for you

**choose
day** your 24 hour preview
of hot deals



Shaolin Monks

To say thanks for being a top customer, we're giving you 24 hours preview of this top offer before it's available to everyone. Get tickets to see The Shaolin Monks and *Wheel Of Life* at Hackney Empire for only £10.

Tickets for only £10



Squares Restaurant

We're also giving you 24 hours advance booking on this offer too, so get in quick before it goes public tomorrow. Get up two courses for £10 at Squares Restaurant, the Thistle Trafalgar Hotel, London.

Two courses for £10



Body purifier at Cobella

Need to relax? As one of our top customers, we want to give you something back, so book this 2 for 1 offer on a holistic body purifier at Cobella Spa in Kensington High Street, London before anyone else.

2 for 1 offer for £99

sshhh... don't send this onto a friend ↻

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key takeouts

- LastMinute is a travel brand that is trusted and instantly recognisable
- Their track record of offers means consumers have an expectation about what they are likely to receive and its relevancy to them
- The email offers from LastMinute maintain a consistency over time and are instantly decidable with clear subject lines that combine product information with strong calls to action
- This simple subject line does three tasks extremely well
- The words 'theatre sale' perfectly explain the product offering
- Less is more in email copywriting and by reducing language to its most simple they have created a message that is universally understood
- Particularly important because they know that their audience is relatively international and may not have English as their first language
- By not trying to be clever they are getting the message across more effectively, but they need to go further to turn that awareness into real consumer action
- '48 hour' gives a clear expectation about the timescale of the promotion, but it successfully balances urgency with the realistic chance for consumers to be able to buy
- After all, if it was '4 hours' that would be too short and 4 days might be long enough that the email doesn't get immediate attention – and therefore risks getting no attention
- For LastMinute.com this type of deal also fits with their brand image, so the promotion itself helps reinforce brand identity and create social currency among consumers
- It's a neat example of when a direct response mechanic is also a brand marketing message
- Sales promotion mechanics such as '- up to 50% off' have been the mainstay of retail promotions for decades
- The model transfers well online, even in a world dominated by price comparison engines
- The 50% gives enough of a discount to be attractive and plausible, but not so much to suggest it is unachievable
- 75% off could feel hollow to a jaded email user who has just cleared another 50 overnight spam messages
- The LastMinute.com email offers programme exemplifies best practice in writing subject lines

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Using email for market research

- Simple and effective
- Builds brand as well as generating research insights
- Can be used to build customer data profiles
- Can be used tactically to test brand perceptions
- Can be used to test responsiveness to competitions and prize draw mechanics

From: lastminute.com
[mailto:uk@lastminute.com]
Sent: 01 October 2008 01:18
To: Danny @ Danny.co.uk
Subject: help us to help you

lastminute.com

Help us to help you

Here at lastminute.com, we want to make your free time as great as possible.

To help us do that, it would be great for us to know what you like to do on your days off.

If you've got a few minutes and can complete our short survey, we'll enter you in a draw to win one of 50 Lonely Planet guides.

[Answer our short survey here](#)

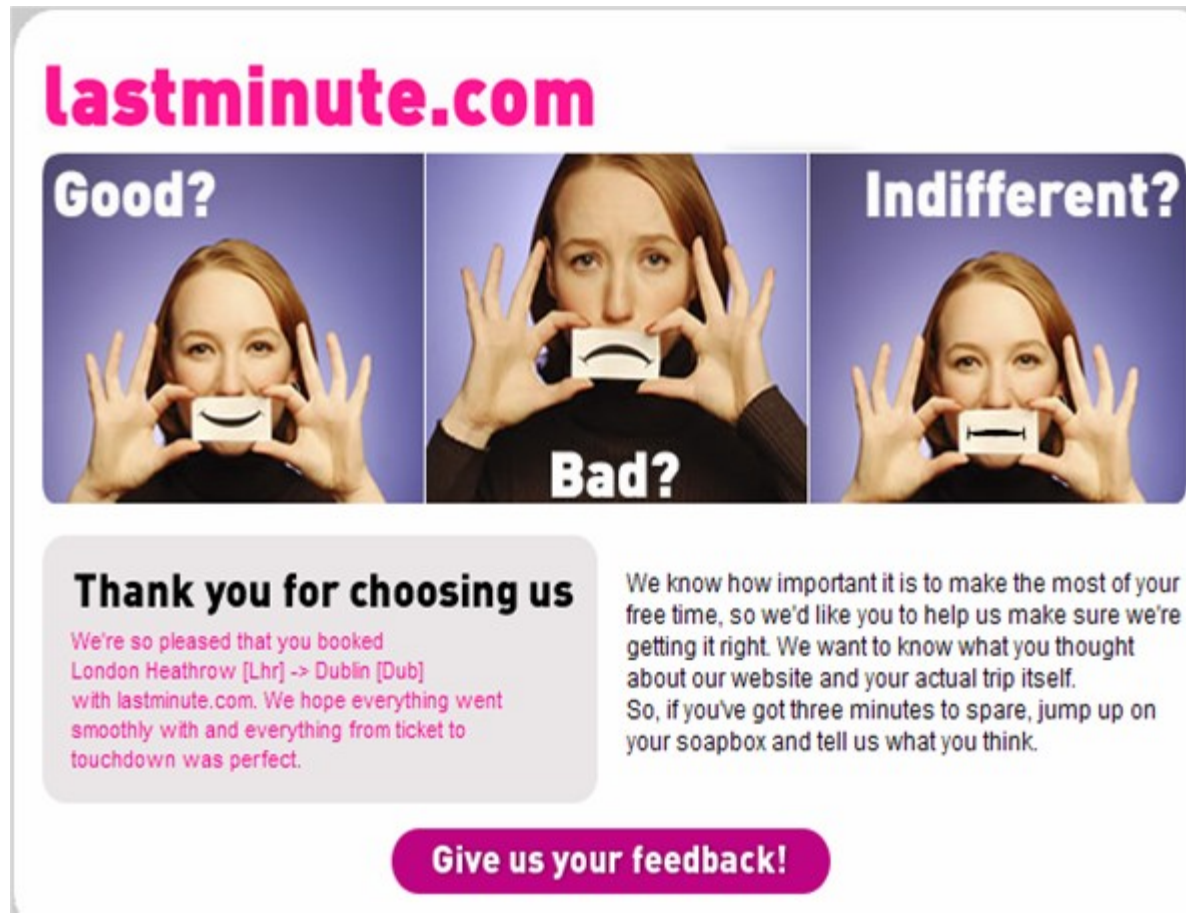


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Using email as a market research tool

- The great thing about email is the ease of response and LastMinute.com's team understand how that can be harnessed to learn more about the customer
- That's a great start for rethinking how you acquire customer data and for LastMinute it means a model of using online surveys as a way of bolstering a very strong existing profile
- This email is a classic 'drive to website' mailer with a strong call to action and a simple message
- It works because the brand is trusted and offers the consumer the implicit promise that there will be a reward for the time they spend taking part
- As you'd expect, the tone of voice of the creative matches the brand's personality
- It doesn't fall into the trap of over-claim that many online market researchers still get seduced by
- The value equation for what the consumer gives and what they get is really about the better targeting of offers
- The Lonely Planet guidebooks form a nice sweetener to the call to action, but acts only as an additional driver and is not the core reason to click
- By polling their customers LastMinute.com will learn more about the types of breaks customers are now interested in
- Because in their market using historic data to predict future trends is only likely to take them so far
- After all, people change their interests and attitudes to travel as they move through different lifestages so an occasional poll to look for sales opportunities makes sense
- This type of message can also work as a 'win back' email for consumers who have started to drift away
- Maybe it's no accident that this email was sent to a lapsed consumer who had switched flight buying to another consolidator
- What the survey that follows will allow LastMinute to uncover are a series of new sales opportunities which can be fed into the email sales programme as a sequence of offers over the next few months
- This is an example of best practice in connecting customer relationship management to detailed consumer insight and using the model of email and web surveys as the vehicle for data capture

LastMinute.com And finally Email after the flight - nice touch to customers



The graphic features a woman holding up three different facial expressions: a smile, a frown, and a neutral expression. Each expression is labeled with a question: 'Good?', 'Bad?', and 'Indifferent?'. The woman is holding up a white card with the corresponding expression on it. The background is a solid blue color.

lastminute.com

Good?

Bad?

Indifferent?

Thank you for choosing us

We're so pleased that you booked London Heathrow [Lhr] -> Dublin [Dub] with lastminute.com. We hope everything went smoothly with and everything from ticket to touchdown was perfect.

We know how important it is to make the most of your free time, so we'd like you to help us make sure we're getting it right. We want to know what you thought about our website and your actual trip itself. So, if you've got three minutes to spare, jump up on your soapbox and tell us what you think.

Give us your feedback!