

CONCEPT TEST CIRCLE K CO-BRANDED MASTERCARD

Circle K wants to introduce a co-branded Mastercard in the Danish market - after a successful introduction in Sweden and Norway. The goal is to increase loyalty and attract new customers. As well as using the card's benefits to boost sales at service stations. Circle K is much more than fuel and car wash.

Ipsos has concept tested the potential of the card. The result is, among other, specific recommendations to both the marketing and how the card can increase sales. And perhaps most importantly: confirmation that Circle K Mastercard can replace the previous Circle K fuel card.



“Ipsos doesn’t just deliver results. They turn them into insights and strategic recommendations that we can use in developing our business. You see, we want to do a lot more than just fuel.”

- Morten Christensen, Director, Marketing & Communication

The challenge

Are Danes like Swedes when it comes to co-branded loyalty between Circle K and Mastercard? And how can Circle K use the partnership to optimise their business.

The concept test should help answer:

- 1) Is a co-branded Mastercard a credible offer to the customers - and what is the potential?
- 2) Which advantages of the card attract and retain customers the best?
- 3) Can Circle K Mastercard replace the current EXTRA Club Membership?

Process & Outputs

The concept test is based on online interviews and consists of two unique Ipsos methods:

Vantis concept test

Vantis concept test developed by Ipsos to specifically test non-FMCG products (e.g. technology, financial services, health and loyalty) and benchmark the results against the Ipsos Vantis database with more than 36,000 tested concepts. The result is a market success score.

MaxDiff

MaxDiff, which is an option-based method where respondents react iteratively to bundles of product benefits, enabling both the preference and significance of each benefit to be accurately assessed.

The concept test was conducted among 200 current loyalty members as well as 200 non-loyalty members who are positive towards Circle K. The format of the analysis is effective and has a short production time.

The Results

Among other things, the results confirmed that Circle K Mastercard has all the necessary potential: it works as a new fuel card; only much better. The concept test showed how to prioritize messages and product benefits when marketing the product to different audiences. And which of the benefits that can help move customers into the stores.

INDEX
+158
AMONG CLUB MEMBERS*

INDEX
+130
AMONG GENERAL POPULATION*

*PREDICTS EVENTUAL TRIAL - MARKET SUCCESS = LASTS 3+ YEARS IN MARKET

“We need to feel sure when we change the composition of products on the gasoline card. It is sensitive because we are dealing with high-frequency, high-earning customers. The concept test gave us a solid foundation for making decisions about the further introduction.”

“Ipsos also understand our long-term mission: to develop the perception of our service stations to being places where you stop to have a break and get something good to eat. It increases the value of both the analysis and the collaboration.”

- Morten Christensen, Director Marketing & Communication

Want to know more?

Ipsos concept and product tests are part of the range of methods that help to uncover growth opportunities for specific brands in the market. Contact Maria Pierrou, Head of Innovation, on +45 28257583 or Maria.Pierrou@ipsos.com for more information.