

## **Livesmart Limited**

# **Creating Successful Partnerships A Liverpool City Region Study**

# Livesmart Key Activities Definition

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- Livesmart is a provider of lifestyle solutions to the public and private sector, delivered via smart cards, smart media, loyalty and membership based schemes.
- Based in Liverpool, the team at Livesmart delivers packages of value added benefits to the Tourism, Business, Resident and Commuter markets in the City Region and beyond
- Activities developing in locations such as Manchester, Dublin, Belfast, Amsterdam, Brussels

# Livesmart Brand Values

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- **Lifestyle**
- **Innovative (smart)**
- **Value for money**
- **Easy-to-use**

# 08 Card



**Your FREE 08 Card**  
Packed with possibilities

The card that helps you **get more** out of your city.

Load up your free **Livesmart 08 Card** with special offers online or at a PayPoint anywhere in the city. Then enjoy the fantastic deals and discounts exclusively available to **08 Card** holders on travel, entertainment, shopping, events and much, much more. You don't even need to wait for 08 – you can take advantage of all the unique **08 Card** deals as soon as you register.

For more information visit [www.08card.co.uk](http://www.08card.co.uk)



08 Card is the official card of Liverpool European Capital of Culture 08



# 08 Card Scheme Objectives

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- Proactive community engagement – **FREE to access for public!**
  - Liverpool, European Capital of Culture 2008 – the key driver
  - Embracing culture, events, leisure & public transport
  - **Call to Action!!**
- **Legacy for cultural sector (2006 – 2011)**
  - Driven by data and incremental revenue streams
- Integrated Marketing tool
  - Key messages, events
  - Feedback and engagement
  - Promotion of key products and services
- **Positive profiling opportunity for City of Culture status & City Region, National level, unique**

# 08 Card / VIP 08 Card

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## 08 Card – the start....

- Key relevant metrics for the 08 Card Programme
  - **95,000 existing registered 08 cardholders [free]**
  - **c. 50% in City of Liverpool, 50% throughout City Region**
  - **60,000 with email and e-comms permission**
  - **Challenge to refresh and sustain now being delivered**
  - The basis for 3rd party affinity marketing activity, such as:
    - » ‘Year of Environment’ for Liverpool City Council
    - » Merseyrail – driving off peak network utilisation and modal shift

# 08 Card / VIP 08 Card

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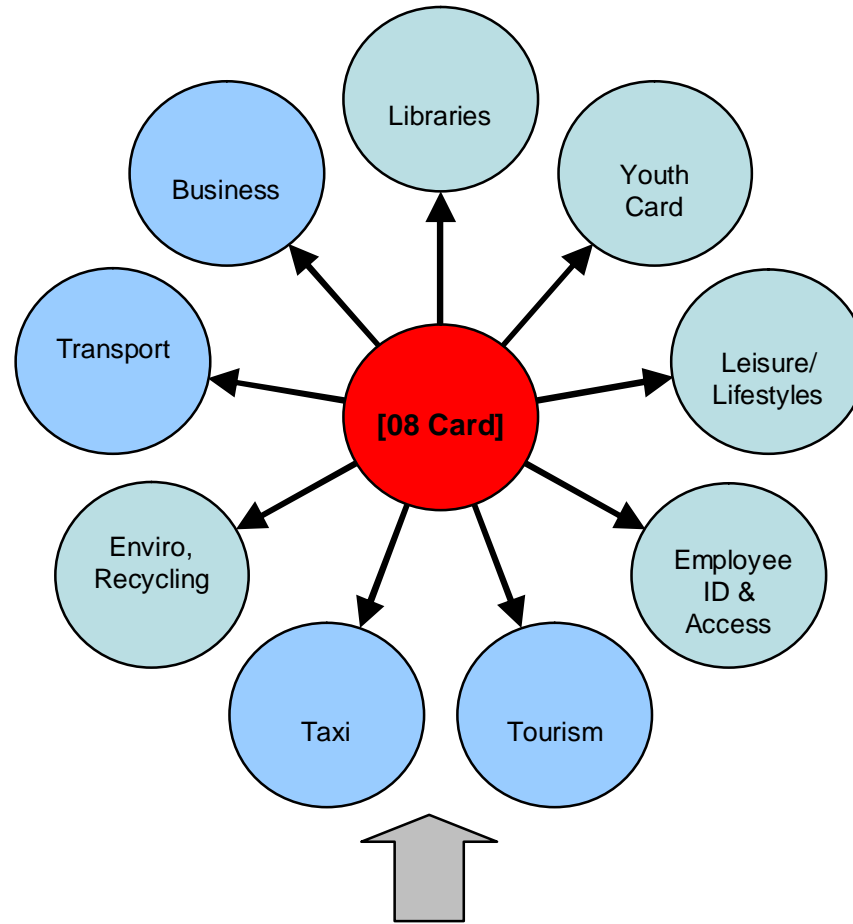
- **Opportunity to merge 08 Card and VIP 08 Card [consumer purchased] schemes:**
  - 3-5,000 VIP 08 cardholders, bought by consumer or organisations for members
  - 50 Merchant Partners delivering £ value savings to the consumer – **require extensive Account Management**
  - Add in 90k+ 08 Cardholders for increased Merchant footfall
  - Justifies increased transactional charging model to merchant
  - Currently many merchants on show & go basis, not terminal
  - To create a full loyalty programme:
    - 20% off or 2-4-1 meal / show ticket could in theory become:
      - » full price
      - » % to customer 'account' via back-office

## 08 Card / VIP 08 Card

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- **But: will consumer still seek instant value, not just points?**
  - **Could be hybrid – 10% off, 10% to account**
  - **Or: added value for loyalty redemption must be sufficiently powerful**
  - **Requires terminal/transaction data and fuller CRM**
- **For ‘Merchant Partner’**
  - **Attraction of closed loop loyalty account ‘spend/burn’ within scheme**
  - **Would need to provide further incentive for ‘reward’ added value**
  - **CRM useful but will not sell the scheme on its own**

# The City and ultimately City Region



(ITSO) Transport & Ticketing Application & Transaction capability

# Livesmart Limited

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