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MONICA VINADER



**Case Study: How Monica Vinader implemented the Duel
Platform to power their community and ambassador
strategy**



About

- British luxury jewellery brand with international reach
- A value-led company with a strong and loyal fanbase
- Authentic and trustworthy brand – the strength of the brand has been built on a community of passionate customers that appreciate the consistent quality and simple elegance of the products
- Diverse celebrity following including Emma Watson, Olivia Palermo, Gwyneth Paltrow and the Duchess of Cambridge



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The Challenge

"We believe a strong community builds a deeper emotional connection between our brand and our customer. We know this sense of community results in an increase in organic word of mouth growth meaning higher customer retention and acquisition rates."

"We asked Duel to help us drive this community led strategy, empowering our existing, passionate customer base to drive word of mouth growth for us."



Kunal Damani,
Chief Operating
Officer

Context

- Operating in a very competitive D2C market
- Passionate brand fans, but no coherent community outside of large social following
- Diminishing returns on expensive advertising strategies
- Influencer campaigns not producing desired results
- Struggling to scale influencers activity above 30 people

The Challenge

To create a community that drives a deeper emotional connection between the brand and the customer. This will drive new customer acquisition and higher retention through organic word-of-mouth activities.

Specifically, the objectives were to:

- Increase international brand awareness
- Increase lifetime value of existing and new customers
- Drive organic word-of-mouth growth in a way that is trackable and scalable, while maintaining brand trust & authenticity
- Reduce spend and reliance on advertising and 'influencer' promotions for growth



Solution

Duel's Lead Strategist, Jaclyn Crocker, used her deep understanding of community and advocacy, learned from almost a decade as GM of Brand and Community at community pioneers lululemon, to take the Monica Vinader (MV) team through a 2-hour Advocacy Strategy design workshop.

The outcome was a community-first strategy that identified two priority segments within MV's brand network – the loyalist customer & the social customer. Duel designed and built separate advocacy programs for each group, to help the company achieve its overarching business objectives.



Jaclyn Crocker,
Lead Strategist, Duel

The MV Insiders

Social Customer and Micro-Influencer Program

An ambassador-style advocacy program designed to identify, engage with and motivate the brand's 'social customer' – the generation of more socially vocal customers who are brand fans first with a strong following of their own.

The MV Family

Advocacy and Loyalty Program

A multi-dimensional, advocacy program built for the brand's loyal customer and fanbase engineered to grow lifetime value and word-of-mouth by celebrating and rewarding customers for advocating for the brand.

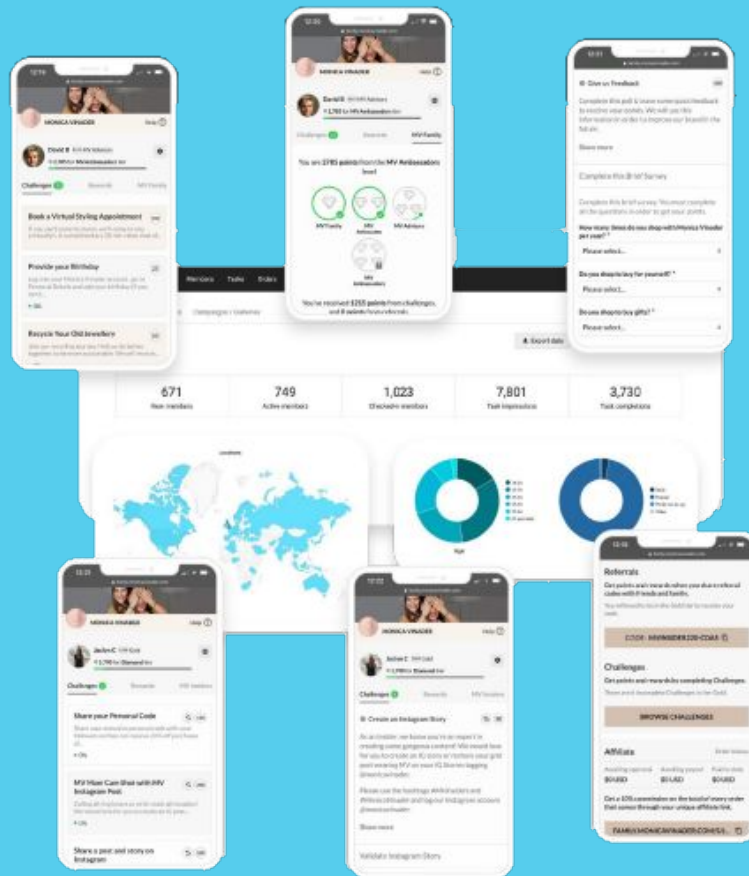
Strategy + Technology

"We selected Duel to be our Advocacy partner because the platform is the most powerful on the market."

However, the Duel team also offers so much more with their deep strategic knowledge - they're a true partner to Monica Vinader and have helped us design and implement a community strategy that has delivered incredible results"



Kathryn McConnell
Head of Brand Marketing and Community



Tactics

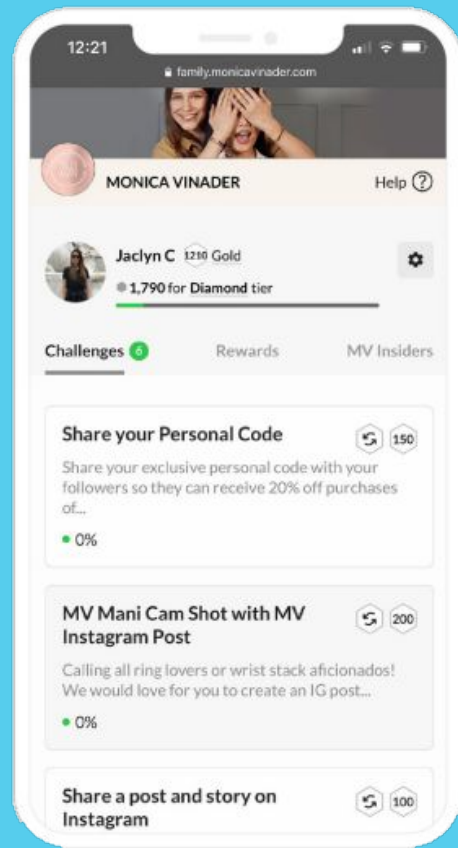
The MV Family and the MV Insiders programs are powered through a portal on the MV website built and managed by the Duel platform.

The Programs:

- Invite and incentivise members through a tiered reward system to unlock free product, discounts and VIP benefits
- Enable members to earn points that move them through each tier for completing activities and tasks, as well as for every £ spent (for the Family) and for affiliate sales driven (for the Insiders)
- Allow MV to motivate specific growth actions from its community while hosting them on a scalable platform for tracking and management
- Automate the distribution and management of discount codes, purchases, referral codes and affiliates, making the ongoing management of this process seamless and automatic
- Enables MV to remove guesswork from recruiting social customers, enabling a small team to manage hundreds of members and motivate them to specifically drive revenue and brand awareness

“The Insiders and Family programs, have served as a UGC engine as well as a feedback loop to hear directly from the customer what's important to them when interacting with our brand”

Kathryn McConnell



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Program in Detail

A personal portal integrated with eCommerce

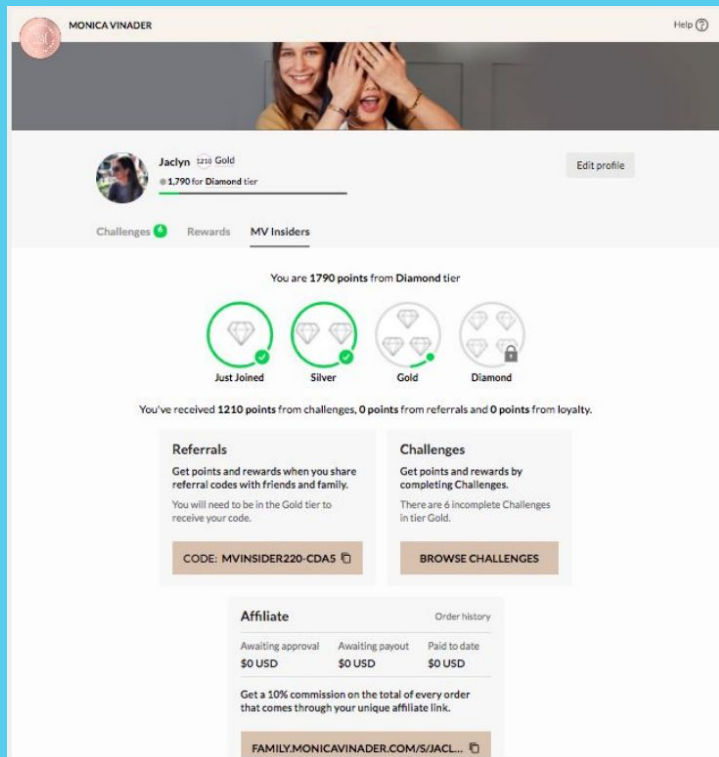
- MV Family Members are recruited into the advocacy program through post purchase emails, CRM and newsletter communication and via the brand's Instagram channel
- Members sign up to a customised portal, creating their own account and profile, linked directly to their existing MV accounts
- Members can track their progress through tiers, access new challenges, track points earned through purchases and share personalised referral links
- Sales via eCommerce, and soon to be in MV stores are tracked and 1 point is earned for every £1 spent
- They receive weekly tailored and personalised digest emails educating members on current standing and advocacy opportunities

Flexible Challenges and Progression

- *Challenges are designed to drive brand love and bring the members closer to the brand*
- *Tactical challenges are used to drive sales, including 7x 24 hour long tasks for each day of Black Friday week, with each one unlocking a special discount*

Automated Reward Distribution

- Rewards are automatically delivered to MV Family members after they have earned a specific number of points before a new tier of challenges is unlocked
- Rewards include an exclusive MV Family tote bag, free of charge, and £50-£150 voucher codes



Impact

Program Numbers:

7.2k

Members in the MV Family program

27k

Challenges and tasks completed

1,180

Pieces of beautiful content created by members

1,327

Reviews driven across Trustpilot and Yelp

15%

Of all online revenue comes from MV Family members

"Our values are the core of our community, and our community is at the core of what we do. The MV Family is the beating heart of Monica Vinader, driving up lifetime value and word-of-mouth. We're incredibly happy with the way it has gone."



Kathryn McConnell
Head of Brand Marketing and Community

Program in Detail

A customised portal and personalised email communication

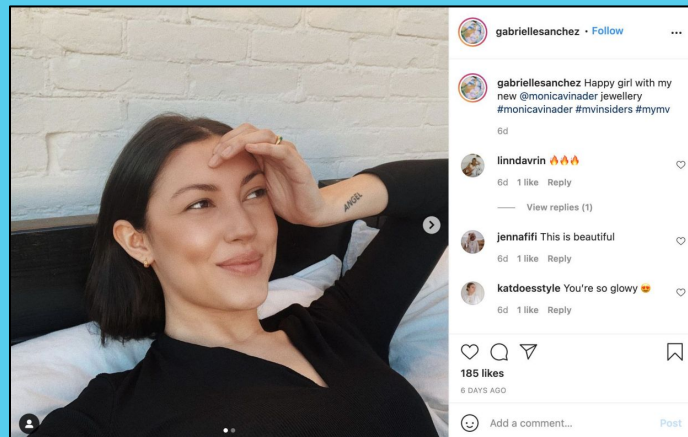
- MV Insiders is an application based program, in which the requirements of entry are laid out and each applicant is vetted by the brand
- Once accepted, MV Insiders are gifted with a voucher code to be redeemed on the ecommerce site and are then able to access a variety of socially-focused challenges within their unique and personalised portal
- MV Insiders can track their progress through tiers, access new challenges and share personalised referral and affiliate links
- They receive weekly personalised digest emails, as well showcase emails designed by the MV PR team

Flexible Challenges and Progression

- Challenges are designed to drive revenue through referrals and affiliates, but also encourage MV Insiders to share their personal styles, give feedback on products and spread brand stories on social channels.

Automated Reward Distribution

- Rewards are automatically delivered to MV Insiders after they have earned a specific number of points before a new tier of challenges is unlocked.
- Rewards include exclusive voucher codes and discounts, and access to higher affiliate commissions
- Affiliate commissions are distributed for sales driven by MV Insiders



Impact

"The MV Insiders program enables us to identify our most socially influential customers and turn them into brand ambassadors that drive word of mouth for us.

The program has been incredibly successful and we are really happy with the results."

Kathryn McConnell

Program Numbers:

2100

Members in the MV Insiders program

5.5k

Social posts, videos and stories
(worth an estimated £800k in equivalent media)

7.4%

Average social post engagement rate

Program Impact:

2%

of Monica Vinader's total revenue driven, attributed and tracked from Insiders' sharing (incremental revenue)

14.4 Million

Reached across multiple social channels, including Instagram & YouTube

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Total Impact

356x

ROI on program investment

17%

Of all Monica Vinader's
revenue is driven through
Duel's programs

10k

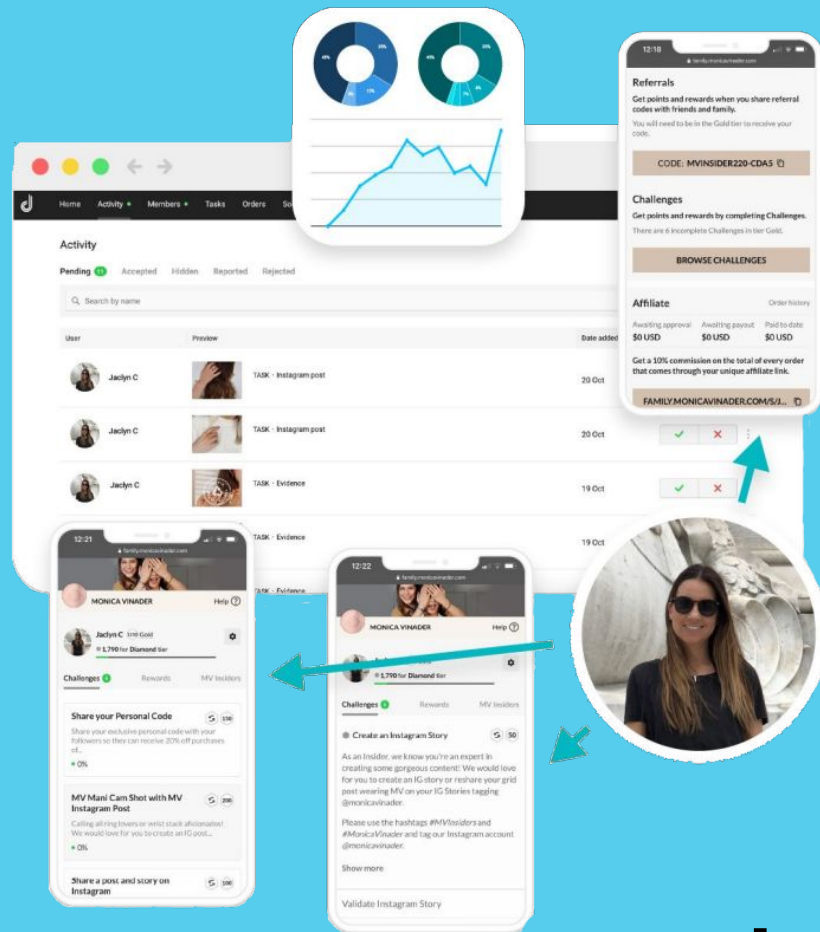
Members across all
programs

"The Duel team understood our challenges from the get go.

The technology has enabled us to move away from an expensive advertising led strategy to one that uses our own loyal customer base to drive long term organic, word-of-mouth growth.

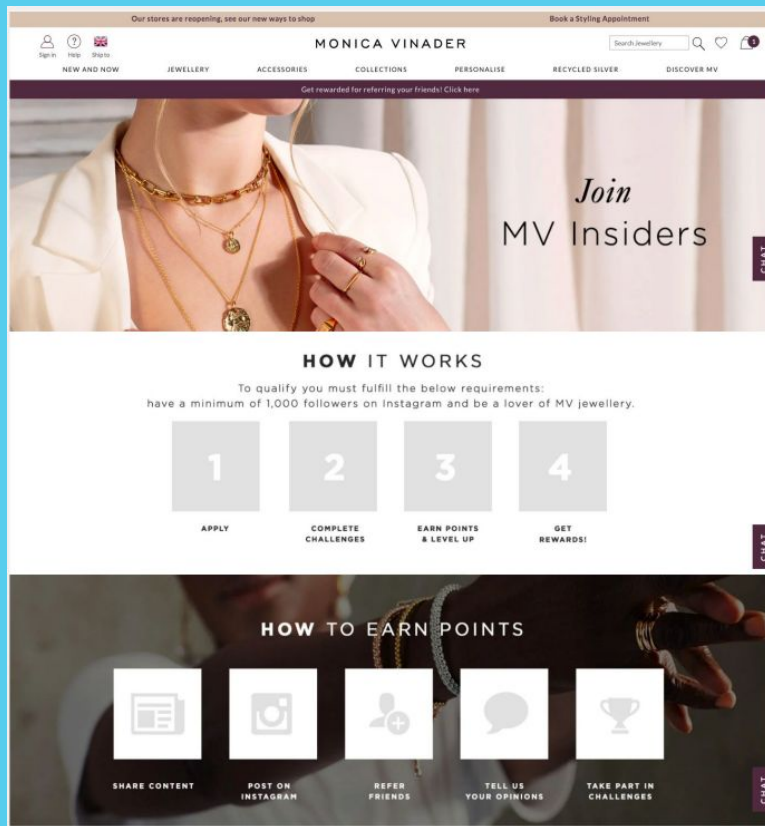
The platform also let's us scale this in a way we never thought possible."

Kathryn McConnell
Head of Brand Marketing and Community



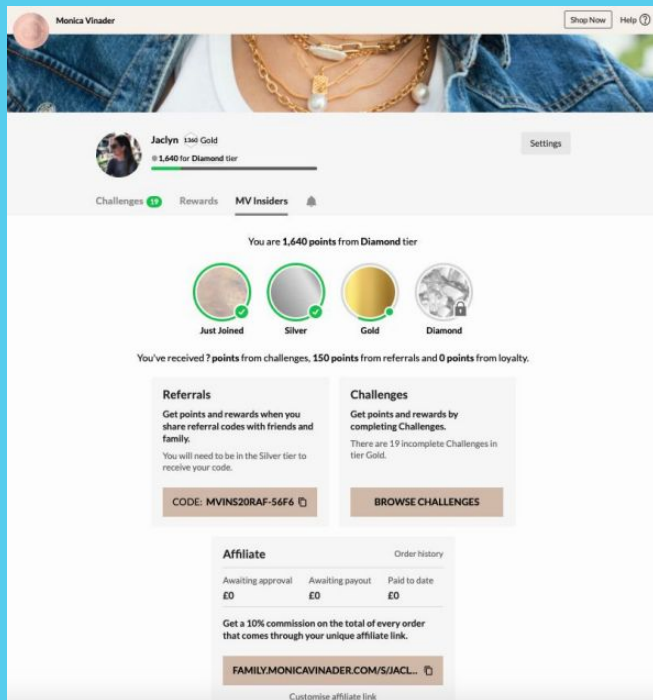
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Appendix

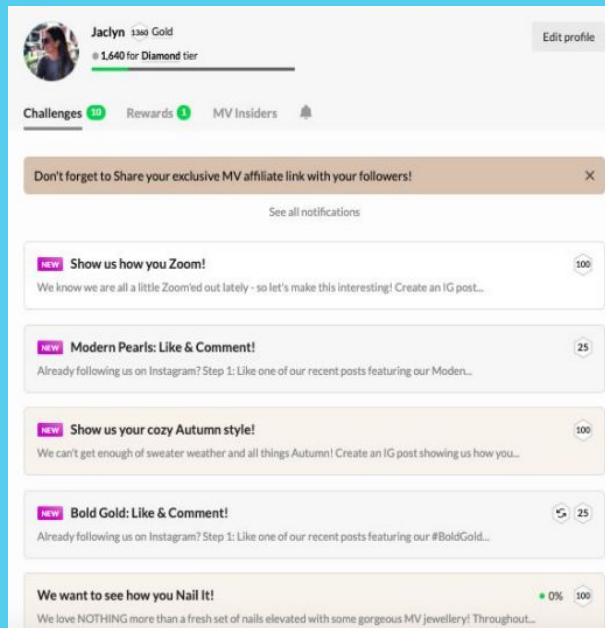


The application-based, tiered social Ambassador program, specifically for brand fans who are also nano/micro-influencers called “MV Insiders”

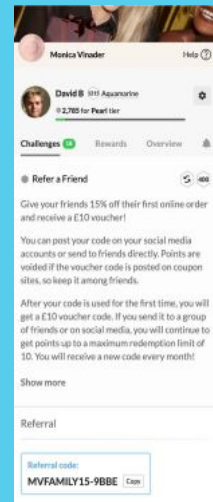
Appendix



MV Insiders customised portal and email communications



MV Insiders flexible tasks and progression




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Appendix

Referrals

Get points and rewards when you share referral codes with friends and family.

You will need to be in the Gold tier to receive your code.

CODE: **MVINSIDER220-CDA5** 


Challenges

Get points and rewards by completing Challenges.

There are 6 incomplete Challenges in tier Gold.


BROWSE CHALLENGES

Affiliate

 Order history


Awaiting approval	Awaiting payout	Paid to date
\$0 USD	\$0 USD	\$0 USD

Get a 10% commission on the total of every order that comes through your unique affiliate link.


FAMILY.MONICAVINADER.COM/S/JACL... 


Customise affiliate link


MV Insiders referral and affiliate links

**Jaclyn** 1360 Gold
1,640 for Diamond tier


Edit profile

Challenges 10 Rewards 1 MV Insiders 


NEW Share your Personal Code ✓ 26 Oct  150

Code **MVINSIDER220-CDA5**  You're amazing, thank you for referring a friend. You have been awarded your points!

UNLOCKED TIER Gold ✓ 12 Oct

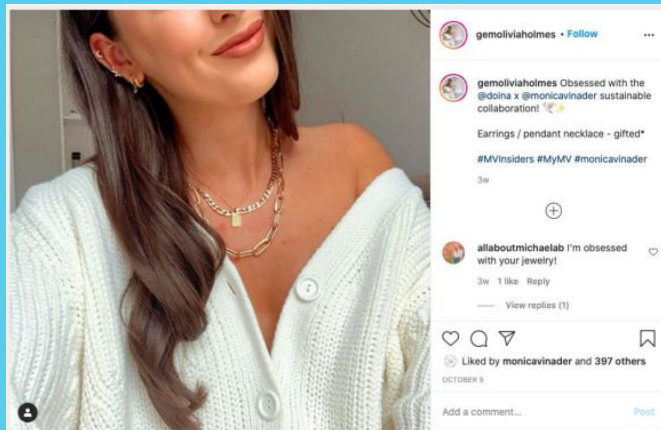
Code **MVINSIDER4-D3M4**  Congratulations! You have now officially reached the Gold Tier, thank you so much for your...

UNLOCKED TIER Silver ✓ 4 Jun

Code **MVINSIDER1-F424**  Congratulations! You have now officially reached the Silver Tier! To celebrate we are givin...

MV Insiders automated reward distribution

Appendix



MV Insiders content generation

