





**Case Study:**  
**Messaging Strategy for Carphone Warehouse**

[www.whitespaceinsight.com](http://www.whitespaceinsight.com)

# Using consumer focussed comparative research we developed a new marketing strategy for The Carphone Warehouse...

<b>Client</b>	 The Carphone Warehouse – Lifeline Division (Insurance) 
<b>Issue</b>	<b>On-Going Marketing Strategy Support</b>
<b>Approach</b>	<ul style="list-style-type: none"><li>• Mobile phone insurance is a key product in CPW’s portfolio, managed and operated as a financial services business</li><li>• We were engaged in April 2006 to improve understanding of customer need and behaviour across the lifecycle, in relation to competitor products and the propositions of general insurers to support development of marketing strategy</li><li>• We have undertaken over 10 projects involving both qualitative and quantitative methods. This has supported a range of outputs, including development of new products and services, development of new approaches to sales and marketing and development of marketing messages to directly support customer acquisition and retention</li><li>• This programme is ongoing and we continue to play a central role in the development of Lifeline’s customer strategy</li></ul>
<b>Results</b>	<ul style="list-style-type: none"><li>• Marketing messages developed by White Space, and attributed to us as a credible third party source, have been included in the past 24 editions of CPW’s customer magazine</li><li>• Attributed materials based on our work are also included in the information pack sent to every new Lifeline customer and are quoted in call centre scripts</li><li>• We have directly supported two recent insurance product launches, making recommendations around product definition, pricing and target market</li></ul>

**Our research lies at the heart of Lifeline's ABL marketing strategy, and has to-date been quoted in 10 million copies of their in-store magazine...**

In-Store magazine advert, using messages developed by White Space, following a sign off process involving the Financial Services Authority:

Advert has been run continuously for past 24 months

Still image taken from Carphone Warehouse in-store DVD:

Benefits	Pay monthly				Pay as you go			
	Complete	Life	Life	Life	Total	Life	Life	Life
Accidental damage (including water damage)	✓	✓	✓	✓	✓	✓	✓	✓
Attended theft & loss	✓	✓	✓	✓	✓	✓	✓	✓
Accessories	£200	£100	£100	£200	£200	£200	£200	£200
Unauthorised calls	£3000	£600	£600	£3000	£3000	£3000	£3000	£3000
Lost phone*	✓	✓	✓	✓	✓	✓	✓	✓
Personal mobile equipment (minimum term applies)**	✓	✓	✓	✓	✓	✓	✓	✓
Theft from vehicle	✓	✓	✓	✓	✓	✓	✓	✓
Club Mobile**	✓	✓	✓	✓	✓	✓	✓	✓
Family cover**	✓	✓	✓	✓	✓	✓	✓	✓
	Complete		Life		Total		Life	
Cost of cover	weekly*	quarterly*	weekly*	quarterly*	monthly*	quarterly*	monthly*	quarterly*
Band 1	£1.07	£3.08	£0.92	£1.95	£0.00	£24.00	£0.00	£12.00
Band 2	£1.82	£24.95	£1.33	£19.95	£12.00	£48.00	£6.00	£24.00
Band 3	£2.15	£27.95	£1.77	£22.95	£18.00	£72.00	£9.00	£36.00
Band 4	£2.30	£29.95	£1.92	£24.95	n/a	n/a	n/a	n/a
Band 5	£2.92	£37.95	£2.53	£31.95	n/a	n/a	n/a	n/a
International replacement cover	£0.39	£0.98	£0.39	£0.98	n/a	n/a	n/a	n/a
Excess	£29.95		£29.95		£19.95		£10.00	



**Did you know?**

**Without additional premiums the majority of household insurance policies will not cover your mobile phone outside of the home.**

(source White Space Insight, July 2005)

*“Everyone at Carphone Warehouse who has worked with White Space has been unable to fault their professionalism and excellent work. We look forward to working with them more in the future”*

Head of Research