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## Customers at the heart of flexigroup win

New Zealand's "most customer-centric direct marketing team" was unmasked last night at the NZ Direct Marketing Awards, which were held at the Cordis in Auckland.

**flexigroup** – the financial services company behind some of New Zealand's most popular payment products including Q Mastercard, Flight Centre Mastercard, Farmers Mastercard and Oxipay – was named The Keith Norris Direct Marketing Organisation of the Year.

Customers are at the heart of **flexigroup's** marketing strategy and General Manager of Marketing Jacqui Hourigan has built a team of digital and retail marketing experts over the last four years, armed them with data and enabled them to deliver personalised campaigns with a direct benefit to customers. The marketing strategy has been underpinned by **flexigroup's** mission to make a richer, fuller life affordable for everyone.

The team now deliver thousands of direct campaigns every year and achieve market-leading results within a highly competitive market. Every single one of these campaigns leverages customer insights, data segmentation, creative development, response-based media and campaign performance metrics.

"Retail is fast-moving and competitive, so we've invested in understanding our customers really well and tailoring our campaigns to them. This has certainly paid off by delivering great results to the business," says Hourigan.

Nominated for its Q Card Christmas campaign, which ran from September 2018 to February 2019, **flexigroup** scooped up bronze in the Industry & Channel Award and Craft Award in addition to The Keith Norris Direct Marketing Organisation of the Year.

"Our 'Make Christmas more QMAS' campaign for Q Mastercard was a huge piece of work spanning several months. From beginning to end, the campaign was designed to help customers maximise rewards, special offers and sales right through the hectic Christmas period. It was a huge success and we broke company records in growth, spend and acquisition," says Hourigan.

Hourigan added: "We are thrilled to win the Keith Norris Award and to be recognised amongst the best in New Zealand – all of the finalists this year delivered incredible work and results. We are a small team that punches above its weight and I am so proud of the momentum we have created. A huge thanks to our retail partners and agencies Federation, Mosh and MBM for supporting us along the way."

Federation has partnered with **flexigroup** on their direct campaigns for many years and is delighted to see them win.

“**flexigroup** is one of the most committed, high-performing direct customer-centric organisations in New Zealand – and yet no one knows about this extraordinary achiever. **flexigroup** isn't one of the big banks, nor do they rely on mass awareness channels. We are proud to work with them and support their passion for direct marketing,” says Federation Director Sharon Henderson.

**flexigroup** NZ CEO Chris Lamers – who was previously Chief Marketing and Innovation Officer at Sovereign (now AIA) – is pleased to see the company’s commitment to delivering the best-possible customer experience has been recognised.

“**flexigroup** delivers innovative products that make life easier for our customers and help them to buy the things they need, when they need it. Our marketing supports us in doing that by ensuring campaigns are specific, useful and highly relevant. Winning this award is awesome news for us and I’m very proud of what Jacqui and her team have delivered,” says Chris Lamers.

## ENDS

### For more information:

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### The flexigroup marketing team celebrating their win with agency partner Federation.

**Pictured left to right:** Marketing Manager, Sarah Bussey; Senior Campaign Manager - Digital, Deepti Grover; Federation Managing Director, Sharon Henderson; Marketing Manager, Jonathan Lewis; flexigroup CEO Chris Lamers, General Manager of Marketing, Jacqui Hourigan; Digital Marketing Manager, Vicky Van Schalkwyk, Federation Group Account Director Olly Boden; Digital Designer, Nick Puwanai; Head of Seller Marketing, Marie Cherry; and Marketing Manager Vikesh Patel.