



tastecard adapt business model through Brand Partnerships at Awin

tastecard

Building brand-to-brand partnerships to drive a new revenue stream in a global pandemic

In March 2020, tastecard found themselves faced with a complete pause on the economy, and its customers in a nationwide lockdown. Adding to their proposition over the years, their discounted dining, cinema, theatre, attraction and hotel product offerings were now on hold. But tastecard was determined to find an alternative route for consumers craving positivity and normality.

Expanding beyond their advertiser affiliate campaign they embraced a new role as a publisher. This role of a publisher was supported by the client services team who highlighted strong partnership opportunities which aligned with tastecard's new direction. Rapidly adapting their offering in March, tastecard added 'staying in' discounts to its product suite.

Creating a new member benefits platform, they fostered an entirely new style of partnership, pivoting their brand in the face of COVID-19. In tastecard's words, "In is the new Out".

Following the success of the new staying in offers, they have become a permanent proposition fixture for tastecard.

The Objective

tastecard tasked Awin to support in pivoting and developing the business proposition through the adoption of affinity partnerships.

Extending the role of tastecard from advertiser to publisher, layering the company's traditional business model with customer exclusives via a benefits portal. A new approach to partnerships was forged with an entirely new publisher proposition.

Recognise partners with strong potential and onboard these onto the programme.

Secure exclusive deals whilst maintaining a strong ROI and provide added value for tastecard members.

The Results

Within the first two weeks of March tastecard had more than **35 advertisers live** including BT, Sky and LOOKFANTASTIC, opening up a new revenue stream for the business and enhancing the membership portfolio. In June, following the full launch, the client services team and tastecard maintained strong collaboration. Over the course of the succeeding 5 months, tastecard and Awin delivered the below results on the publisher account:



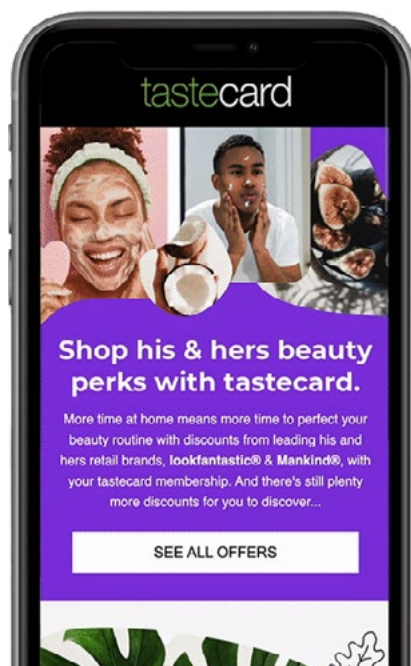
+487%
Clicks



+399%
Revenue



+167%
Sales



If you are interested in working with tastecard please contact Alister, alister.lee@diningclubgroup.co.uk

If you are an advertiser looking to explore brand-to-brand partnerships please contact the team publishersuccess@awin.com