



# EPOS : 100 Design Cards

## EPOS CARD

### Challenge

EPOS CARD was a relatively new player in the credit card business and like other credit card brands, EPOS was confronted with three major problems.

- 1) Differentiation: With credit cards becoming increasingly commoditized, how should we differentiate our brand in the highly competitive market?
- 2) Customer loyalty: Most customers use multiple credit cards. What should we do to become their most preferred credit card?
- 3) New revenue stream: When EPOS stopped charging an annual fee of \$10 to better compete in the market, the company had to create new revenue opportunities.

### Solution

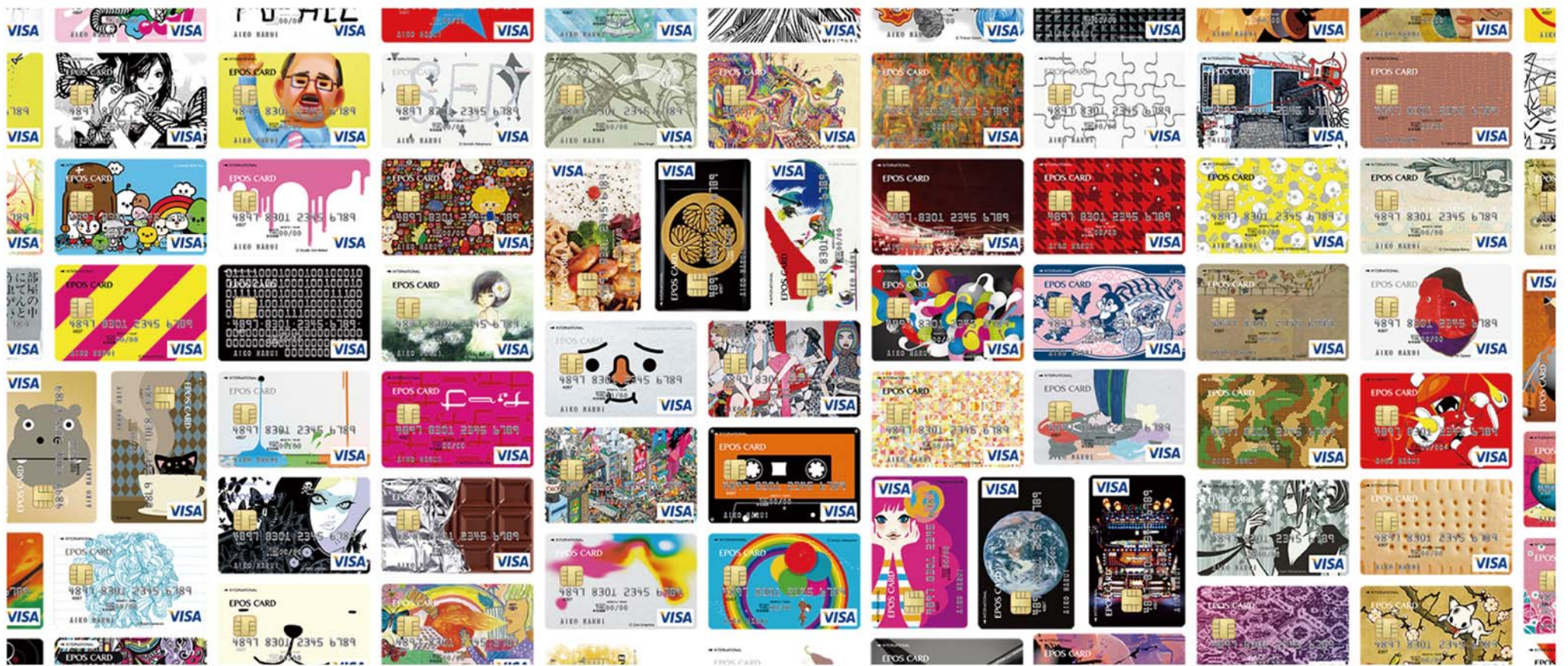
To help EPOS solve these problems, we developed a new product . "Fashion Card". - a credit card you change as often your fashion.

We created 100 different kinds of credit card designs from 89 artists and made them available to cardholders for \$10 per design. Customers could then change their credit card design any number of times by paying an additional \$10.

"Framed picture advertising" was created to promote the product. White-framed sample designs were displayed with a QR code enabling potential customers to apply for the card via mobile phone on the spot.



Our New 100 Designs



Framed Picture Advertising



### Results

Based on this comprehensive strategy, EPOS solved the above three problems and made its credit card business twice more profitable. More specifically, EPOS credit card usage increased by 1.6 times and average spending by 1.2 times. Additionally, over 1,000 applications received a day was the company' s record high. Moreover, we developed a new revenue stream for the client. A new business model was created by selling credit card design for \$10 each.