

Spot-on finance

Title: Moneyspot
Sector: Home Shopping
Media: Email
Client: Freemans Grattan Holdings

In order to make customers fully aware of the breadth of products available through Freemans and Grattan, we were asked to create a monthly e-newsletter showcasing their financial services and incorporating the 'Money' branding that was completed earlier in the year. In addition to featuring the latest products and deals, we wanted to offer customers more. The result was Moneyspot, a newsletter that was not only full of product information but also offered plenty of value added content including handy advice and tips for living in today's difficult economic climate.

freemans.com **money**
PERSONAL FINANCE MADE EASY

Home | Breakdown | Gas and Electricity | Home Emergency | Credit Cards | Credit Monitoring

£35 OFF your next Freemans orders
when you take advantage of these big winter savings

- Breakdown** Save 30%* and get £5 off your next shop*
- Gas & Electricity** Save £250* and get £20 off your next shop*
- Home Emergency** Save 25%*† and get £10 off your next shop*

Scroll down for your savings and top winter tips!

RAC Top winter tips
Essentials every driver should carry when driving in poor conditions.

- Jump leads
- Spare fuel can
- Tow rope
- Light bulb kit
- First aid kit
- Mobile phone, money or phonecard
- Torch
- De-icer and windscreen scraper
- Windscreen washer fluid

SAVE 30%† on RAC Breakdown

It's winter, it's cold, and it's darker longer, which means being stuck in a broken down car is to be avoided. Get your RAC Breakdown cover through us and you'll save a massive 30%. This way, if you do get stuck, you know help is on the way. Plus we'll give you £5 off next time you shop with us!

£5 voucher*
Get £5 off your next Freemans order

Yes! I want 30% off RAC Breakdown
or call 0800 092 9010 for details

With a saving that big, you could splash out on a pair of these best selling cosy winter shape-up boots. This winter is already starting to look like last year, so your feet will be thankful!

£20 voucher*
Up to £20 off your next Freemans order

GO SHOPPING

Yes! I want to save £250* on my utility bills now

A content rich newsletter format that provides a mixture of advice, information and offers.

on my utility bills now
or call 0800 310 2406 for details

ENERGYLINK

Help stay warm this winter
25% OFF
Home Emergency Cover

Home Emergencies can be a headache, especially during the winter. Take out Home Emergency Cover through HomeServe for breakdowns plus plumbing and electrical emergencies, blocked drains, security and glazing. Now with 25% off!

£10 voucher*
get £10 off your next Freemans order when you take out Home Emergency Cover

Yes! I want to help make sure my house stays toasty this year
or call 0800 694 4190 for details

HomeServe
We repair Britain's homes

Top tips to winter-proof your home

- Try stretching cling film over a window to increase insulation
- You could use cat litter as an alternative to salt on your driveway
- Place draft-excluding tape round doors to prevent drafts

Put aluminium foil behind radiators to reflect heat back into the room

Fill in the gaps between doorboards to keep heat in and cold out

Make your winter nights extra cosy with these warm and fleecy throws

GO

“ Moneyspot has been a fantastic addition to the email programme for Financial Services. Not only does it look great but the response we've had to date has exceeded our expectations. ”

Josie Wainright,
Financial Services
Product Manager,
FGH

Recipients engaged with the email's content in large numbers... even towards the base of the email

offer terms and conditions
take one or a combination of, the Winter Savings products on offer from RAC, Energylink and HomeServe before 28/01/11, we will send you the relevant voucher up to 28 days later. The vouchers can be used to claim the corresponding product with a minimum order value of £50 up to 20 April 2011.

1. If you take out RAC Breakdown Cover, HomeServe Home Emergency Cover and switch your gas and electricity to Energylink, you will receive three different voucher codes, a £5 discount code for RAC Breakdown Cover, a £10 discount code for Home Emergency Cover and a £20 discount code for switching both your gas and electricity. The three codes must be used together on the same order, but you can use them all separately on minimum orders of £50 up to 28/01/11. Just quote the code you want to use when you shop with us. The codes can only be used once and not in any other offer.

2. Full terms and conditions apply to standard RAC prices for the first year of cover only. Based on payment on a continuous annual basis. RAC reserves the right to withdraw this offer at any time. Full terms and conditions of membership apply on request. Provided by RAC Motoring Services and/or RAC Insurance Limited. RAC Motoring Services, 424399, Registered Office: 8 Surrey Street, Norwich NR1 3NG. RAC Insurance Limited, RAC Insurance Services Limited (Registered No. 2355834, Registered Office: as above) are authorised and regulated by the Financial Services Authority.

3. HomeServe Home Emergency Cover is provided by HomeServe (UK) Limited. HomeServe (UK) Limited is a trading name of HomeServe Membership Ltd. Policies are provided by HomeServe SA and arranged and administered by HomeServe Membership Ltd. Terms and conditions of membership apply on request. Registered Office: Freemans PLC, Ingleby Road, Brackley, Northants NN16 9JL. Registered in England No. 321643.

4. We want to keep you up to date with everything that is happening at Freemans, but if you no longer wish to receive our emails, please [click here](#) to unsubscribe.

5. If you would like to contact a Customer Service Representative, simply [click here](#).

Our energy comparison and switching service is powered by Energylink. Energylink are authorised and regulated by the Financial Services Authority. Our energy comparison and switching service is powered by Energylink. Energylink are authorised and regulated by the Financial Services Authority. The maximum saving was £6,163.

††Home Emergency Cover Assistance SA and arranged and administered by HomeServe Membership Ltd. Policies are provided by HomeServe SA and arranged and administered by HomeServe Membership Ltd. Terms and conditions of membership apply on request. Registered Office: Freemans PLC, Ingleby Road, Brackley, Northants NN16 9JL. Registered in England No. 321643.

KEEPING IN CONTACT WITH YOU
We want to keep you up to date with everything that is happening at Freemans, but if you no longer wish to receive our emails, please [click here](#) to unsubscribe.

For an agency that is right on the money, contact rtaylor@redcmktg.com