



Lifeboats

Insight and Performance

Team of the Year

What makes a good team?



Lifeboats

Background

- The RNLI - 'traditional'
- Time for a change of approach
 - Strong leadership
 - Culture
 - Vision



What we did

- Top level buy-in
- I&P team – market research, major donor research, data analysis and financial reporting
- Common goal
- ‘Big’ project – visibility and impact



'Big' Project

- Not afraid of the truth
- Delivered on both a strategic and tactical level
- Define the team - Analysis + Research = Insight
- Redefined the RNLI Audience - understanding them as people not by the products they purchased



Lifeboats

Measures of Success

- 200 + segments down to 30
- 6% increase in response and income
- Mailing savings
- Strategic and tactical buy-in
- Insight at the heart of planning
- Trying new things

- A project we can be proud of



Thank you!