



ABOUT US

flourish

FLOURISH AT A GLANCE

20+

years experience delivering
CRM & loyalty programmes

3 out of 5

of the current Top 5 Global
Brands* are our clients

70+

strong team of
CRM specialists

3

offices across
Dubai, Bristol and London

16

active CRM
platform partnerships

#1

Gold in 2025 DMA awards
for *Best Use of Email*



DELIVERING MULTI-MARKET AND GLOBAL CRM PROGRAMS



Customer Journey Development
Comms Development & Deployment
Global: 40+ countries

Bespoke: DART



Customer Journey Development
Data Journeys
Comms Development

Global: 42 countries
(no longer a client)

Adobe Experience Cloud



Journey Planning
Reporting & Insights
Comms Deployment

UK

Emarsys



Customer Journey Development
Data Journeys & Reporting
Comms Development & Deployment

GCC

Salesforce Marketing Cloud



Customer Journey Development Use
Case Development ESP
Migration

UK

Iterable



Database Integration
Comms Development
CRM Management

UK | UAE | Australia

Adobe / SAP Hybris / Selligent



ESP Migration
Data Unification
Pilot Strategy & Deployment
Comms Production & Deployment

Global: 20 countries

MoEngage



Campaign Deployment
ESP Migration
User Accessibility Testing


Global: 50+ countries

Braze / Responsys



Customer Journey Audit
External Research
AMP for Email Concepts
Journey Optimisations
APAC

Bespoke: Gamma



Database RFM Modelling
Segmentation
Acquisition Strategy
Media Deployment

UK

Ometria

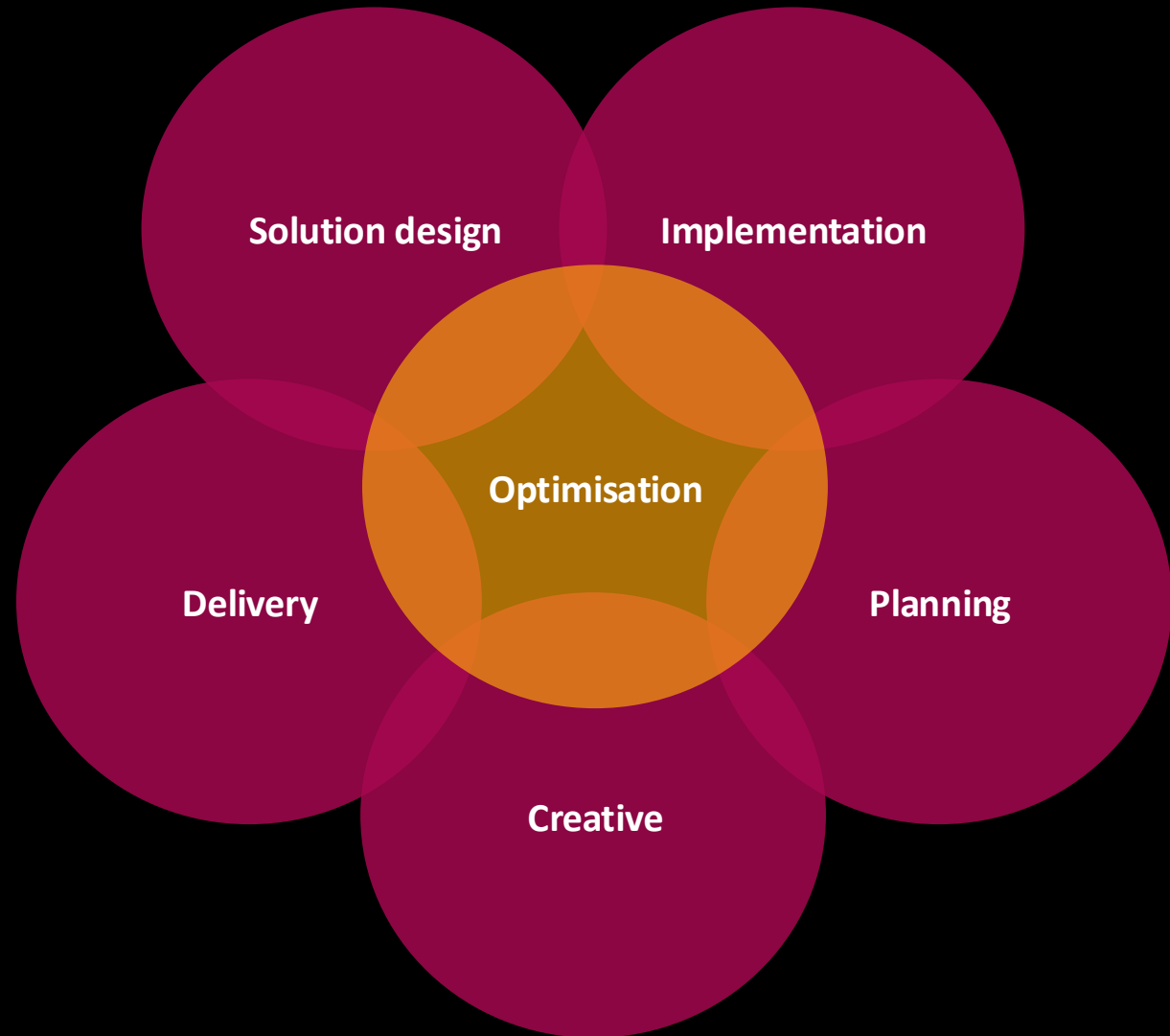


OUR SERVICES

For customers. For businesses.
CRM must feel seamless.

We bring together a range of specialist services to enable global brands to realise their CRM ambitions, not just in theory, but in the real world.

Each of our services stand on their own, but they work even better together. Each one feeds, informs and strengthens the next – powered by an optimisation-first approach that drives continual and always-on improvement.



CONNECTED SERVICES

Solution design

Platform Audit & Review
Use Case Development
Technical Architecture
Programme Strategy
Vendor Scoping / Benchmarking

Implementation

Project Governorship
Platform Migration
Stakeholder Engagement
Data Warehouse Build
Content Management Tooling

Optimisation

Platform & Process Enhancement
Data Availability & Utilisation
Test & Learn
CRO for CRM
Process

Planning

Programme development
Comms Journeys
Channel Integration
Audience & Segmentation
Performance Analysis
Research & Insight

Creative

Multi-channel communications
Content / Asset Creation
Toolkit / Playbook Development
Animation / Motion Graphics
Dynamic Design Systems
Production Management

Delivery

Campaign Management
Platform & Programme Management
In-house / Hybrid resource
Measurement & Reporting
Front / Back-end Development
Fixed-Term Contracting

A photograph of a city street at dusk. In the foreground, three cyclists are riding away from the camera. The cyclist on the left is wearing a white t-shirt and a black backpack. The cyclist in the middle is wearing a white helmet and a dark shirt. The cyclist on the right is wearing a dark jacket and dark pants. The street is lined with multi-story buildings. On the right side, there are pedestrians on the sidewalk. A utility pole with a sign is visible on the right. The overall atmosphere is calm and urban.

PLATFORM EXPERTISE





CASE STUDIES





END-TO-END CRM OWNERSHIP

Challenge:

“Lay down a genuine customer journey within an industry traditionally focused on driving test drive a brochure leads.”

Support ongoing database engagement to unlock conversion potential of CRM.”

NISSAN MIDDLE EAST



NISSAN: OUR SCOPE

We have worked with Nissan in the Middle East since 2022. We also independently support Nissan KSA and INFINITI Middle East. There is significant overlap with our approach with Nissan, and the support Art Dubai are looking for in this RFP.

SFMC Data Object Optimisation

SCV Roadmap Development

CRM Analytics Framework

CRM + SCV Dashboard Development

CRM DIS Reporting

Enrichment of SCV with Sales Data

Heartbeat Program Roll-out

Lifecycle Program Development

Launch Strategy & Development

Ecommerce Program Framework

WhatsApp Implementation

WhatsApp Strategy & Roll-out

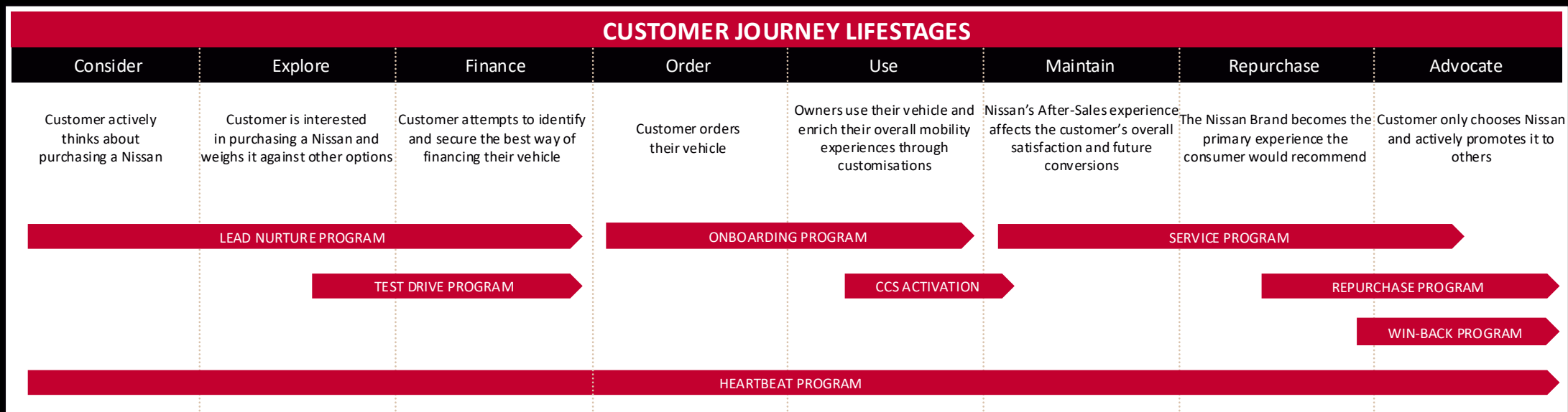




NISSAN: MANAGING THE SALES ENGINE

We've developed end-to-end Customer Lifecycle comms based on both tenure and behaviour. This ensures automated communications exist from the point a Prospect enters the database, all the way through to purchase and the eventual repurchase window as a Nissan Customer.

We also support key Brand and nameplate moments through strategic campaigns and tactical comms.



NISSAN: DEFINING ROLE OF CHANNEL



PRODUCT-FOCUSED






PROPOSITION-FOCUSED

AWARENESS

CONSIDERATION

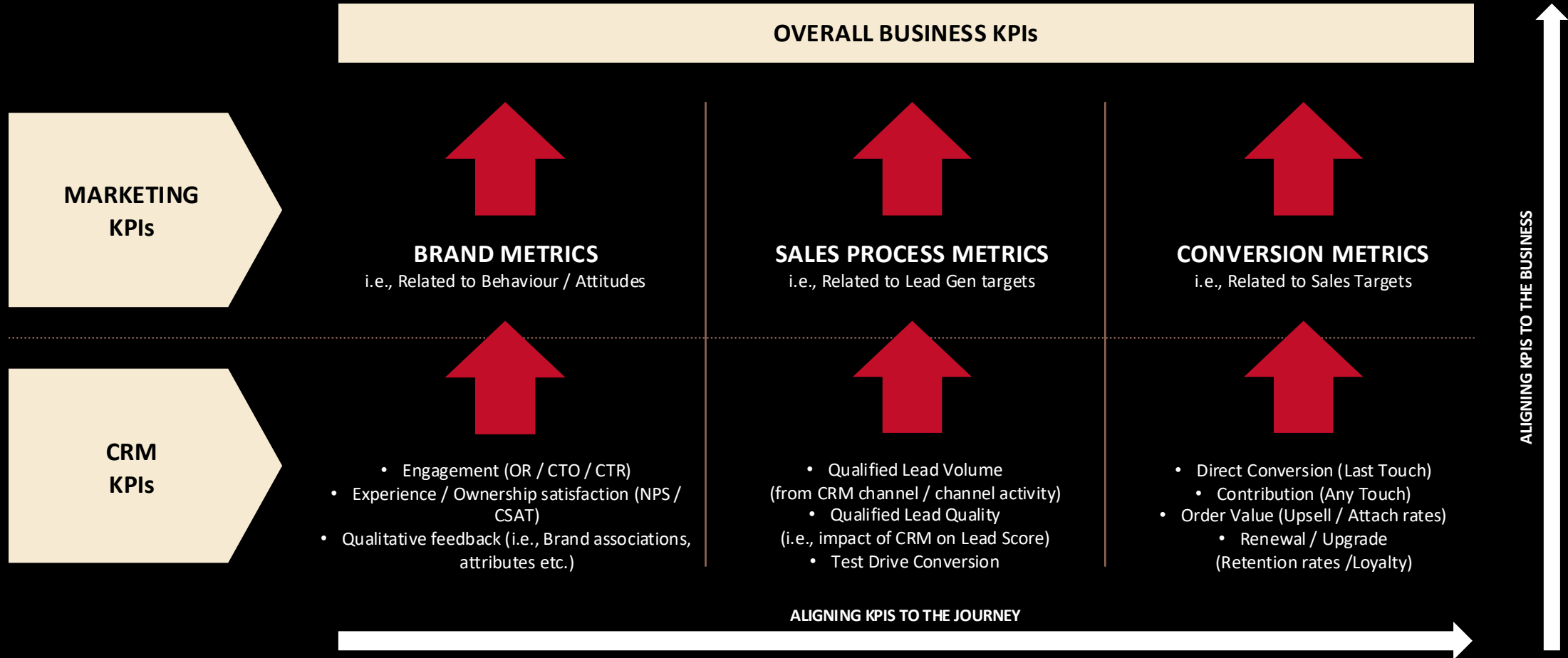
CONVERSION

We are currently in the process of developing WhatsApp as an outbound and inbound channel for INFINITI KSA and NMEF. The introduction of a Chatbot is to translate simple processes, such as Requesting Test Drives or Service Enquiries into a simple, user-friendly WhatsApp flow

	 SOCIAL MEDIA	 WEB PUSH	 EMAIL	 WHATSAPP	 SMS
POSITIONING	Provides access into audiences' 'down time', allowing the presentation of brands and products when audience is not actively searching.	Like Social Media in the sense that it enables audience reach outside of Owned channels, but requires consent and, therefore, is targeted more at engaged parties.	Acts as an extension of Owned channels by delivering longer-form content to opted-in and, thus, interested parties, directly to their devices.	As a new Marketing channel, the audience is sensitive to Brands invading a channel previously unexposed to marketing. Use of this channel should be hyper-personalised and offer value in streamlining a process or service for the audience.	This channel is often used for Transactional and Operational updates. The restriction on message length makes this the ideal channel for instant updates and supporting processes.
	Extensive reach, rich media	Wide reach, no competition	Long-form content, hyper-personal	Rich media, direct reach	Instant delivery and notification
	Competitive, unsolicited	Limited formats, requires consent	Requires opening, can be missed	Sensitive channel, easy to block	Limited length, over-used channel



NISSAN: DEEP ALIGNMENT AGAINST KPIs




NISSAN: MANIFESTING IN BEAUTIFUL CREATIVE



NISSAN


GLIDE THROUGH THE CITY



STYLE MEETS TECHNOLOGY IN THE NISSAN KICKS

Cuts through city streets with ease. Connect in an instant to your smartphone. Enjoy your music through a premium sound system with precise handling, advanced features, and an unmistakable personality. Nissan KICKS lets you move to your own beat.


DISCOVER KICKS BOOK A TEST DRIVE



PROVOCATIVE AND CAPTIVATING

NISSAN

SOMEONE'S READY FOR SUMMER



HI-GAMEY

As the temperature rises, it's important to keep your vehicle in good working order. Regular servicing improves performance and longevity. A summer service will pick up on any issues and make sure your AC and tyres are in top condition.


BOOK YOUR SERVICE REMIND ME LATER

EXPLORE SERVICE OFFERS

We offer a range of service packages and offers to suit you. DISCOVER MORE

WHY CHOOSE NISSAN SERVICE?

NISSAN




WATCH THE EPIC TRUE STORY OF A TEENAGE GAMER-TURNED-RACER

WATCH TRAILER ▶


Jann Mardenborough was a regular teenage gamer with dreams of becoming a pro racer. When he got the chance to prove himself in GT Academy - a gaming event organised by Nissan and Sony - he earned the chance to race for real. This is his story.

DISCOVER MORE



NISSAN


Reliable. Safe. And Thrilling.



Explore the family cars built for more

Nissan ALTIMA and SUNNY offer everything you could ever want from a family vehicle - and so much more. Innovative safety features, entertainment and comfort in every seat, and powerful efficiency all come as standard.

EXPLORE SUNNY EXPLORE ALTIMA



TECHNOLOGY ON YOUR SIDE

Driver Assist Technology is available with both Nissan SUNNY

NISSAN

90



90 YEARS OF DEFYING ORDINARY


ON 26 DEC 2023, WE MARK 90 YEARS OF PASSION AND INNOVATION

Since 1933, our daring spirit has driven us to defy ordinary and push boundaries in the pursuit of extraordinary. As our 90th anniversary approaches, our aim today remains steadfast: to evoke profound emotions and transform people's lives.

DISCOVER MORE

THE CHALLENGES WE HAVE TAKEN ON OVER THE YEARS HAVE CENTERED ON FOUR MAIN AREAS:

NISSAN




BUILT FOR ANYTHING. MADE FOR EVERYONE.

X-TERRA IS FOR THE WHOLE FAMILY

With a spacious interior designed for everyone's comfort, and an exterior as bold as it is refined. The X-TERRA is an SUV the whole family can get on board with.


LEARN MORE

TRAVEL TO CLASS, IN FIRST CLASS



Individual climate controls

NISSAN




TAKE ON WINTER

TEST DRIVE THE ADVENTURE-READY X-TERRA

With exceptional refinement inside and a rugged exterior built to handle the elements, the X-TERRA is ready for your winter adventures. Are you ready for a new journey?

BOOK A TEST DRIVE

NOTHING'S OUT OF BOUNDS



Sleek, modern lines on top of a wide stance tell the world that you're ready for anything. And beneath the rugged good looks is the power you need to get through any road comfortably.





CRM & DATA-DRIVEN MARKETING



DMA GOLD

At the 2025 DMA Awards we picked up one Gold (Email) and two Bronzes (Launch + Automotive) for our work on the launch of the Nissan Patrol in the Gulf.

We simultaneously launched the All-New Nissan Patrol and Nissan's new e-commerce platform, managing to sell the car out in the pre-order phase through a mix of multi-channel dynamic journeys.

NISSAN MIDDLE EAST

INCORPORATING FLOURISH MAGIC



THE CRM *BLUEPRINT*

CRM ELEVATION

INTENT CREATION

INTENT CONVERSION

COMMS PERSONALISATION

DYNAMIC MID-JOURNEY DECISIONING

CONTENT-LED FRAMEWORK

DATA-LED ORCHESTRATION

EMAIL EXCELLENCE

CHANNEL NATIVE

FAN ADVOCACY

IMMEDIATE COMMERCIAL PERFORMANCE

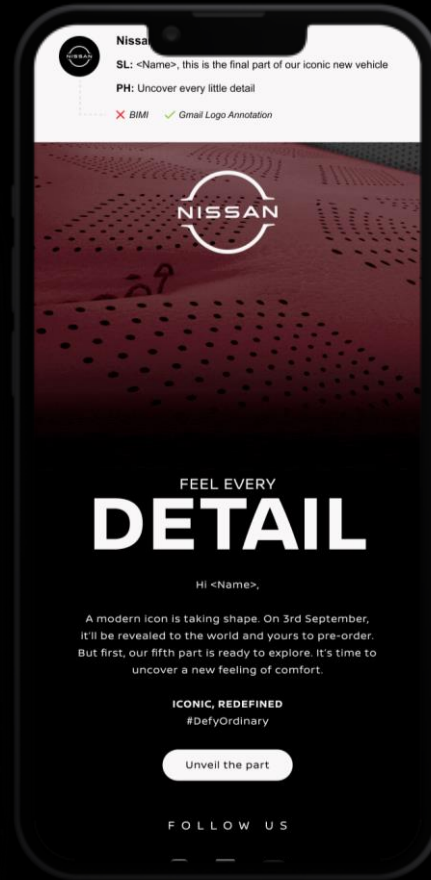
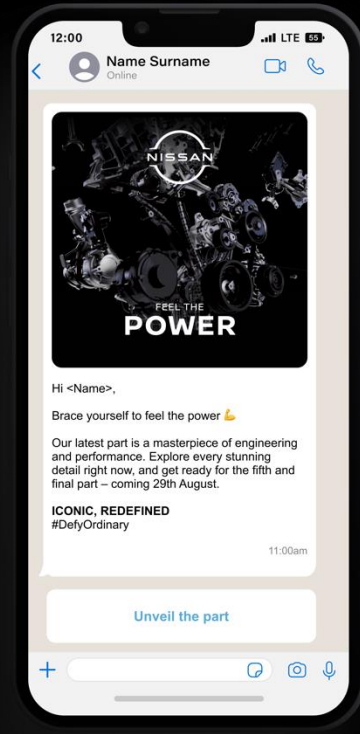




MOVING BEYOND WORLD-CLASS ASSETS



As well as Email, channel activations included the use of WhatsApp



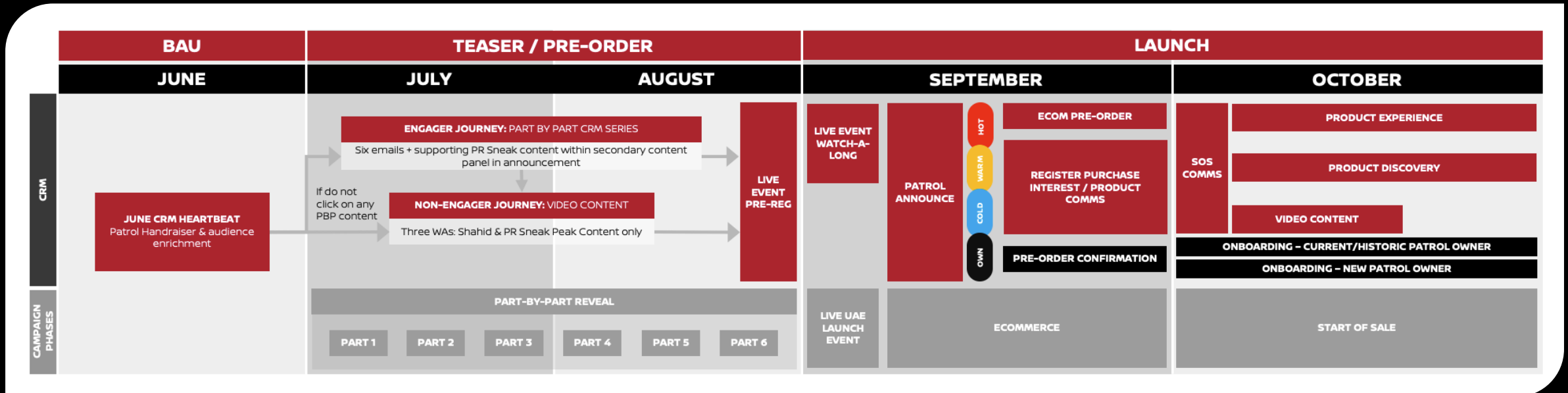
Example of toolkit asset





PHASED CONTEXTUAL PLANNING

We developed a **DYNAMIC DATA-GUIDED CRM STRATEGY** across the core campaign phases that responded to engagement to best prime, manage and convert audiences.





AWARD WINNING OUTCOMES

With Nissan's e-commerce platform launching in parallel, we were able to drive conversions in both the Pre-order and Launch phases

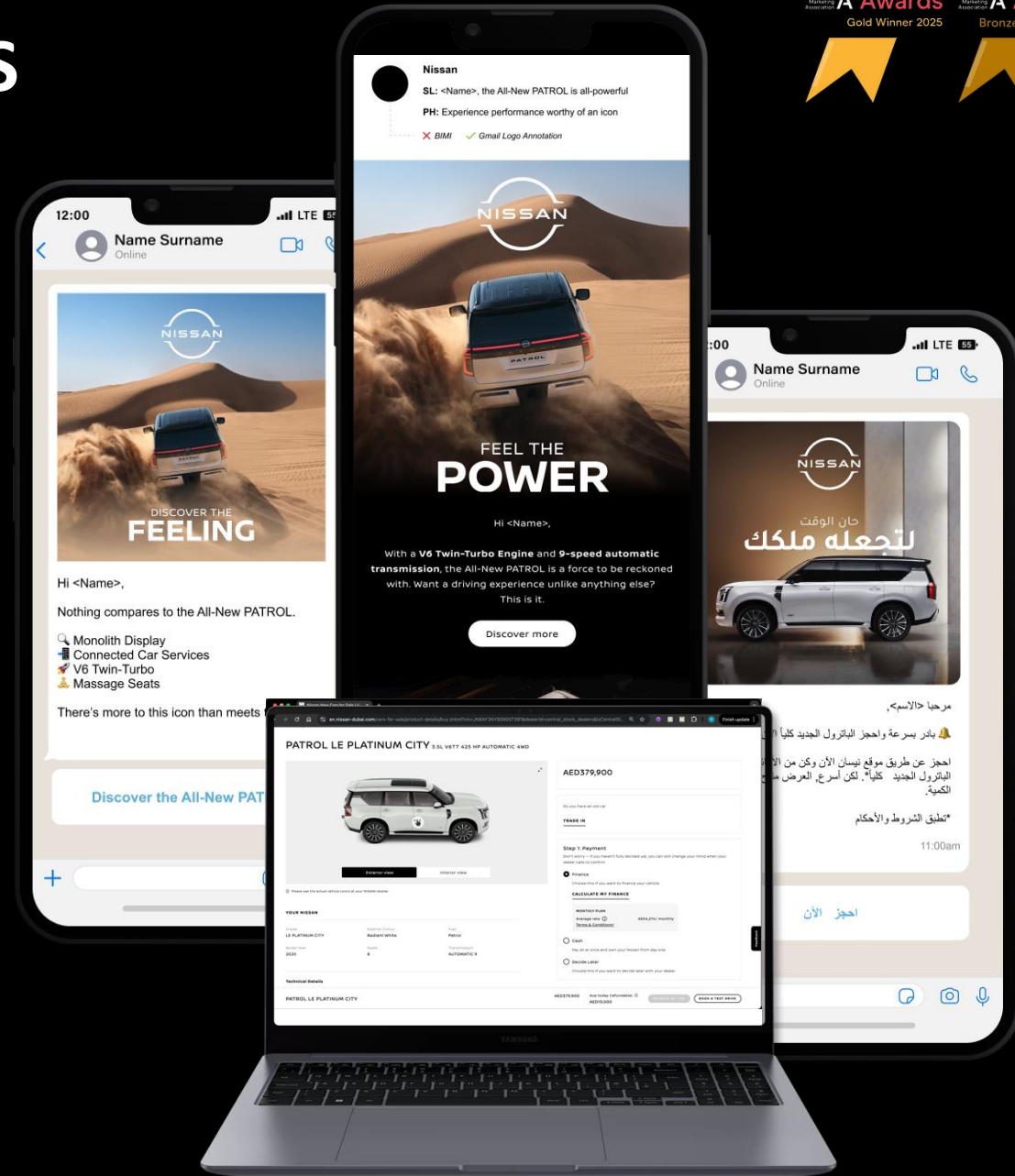
We sent exclusive pre-order invites to the 'hottest' leads which resulted in an initial \$3.75m of orders

CRM went on to contribute a further \$9m in direct and attributed sales through e-commerce and helped us pick up one Gold and two Bronzes at the 2025 DMA Awards.

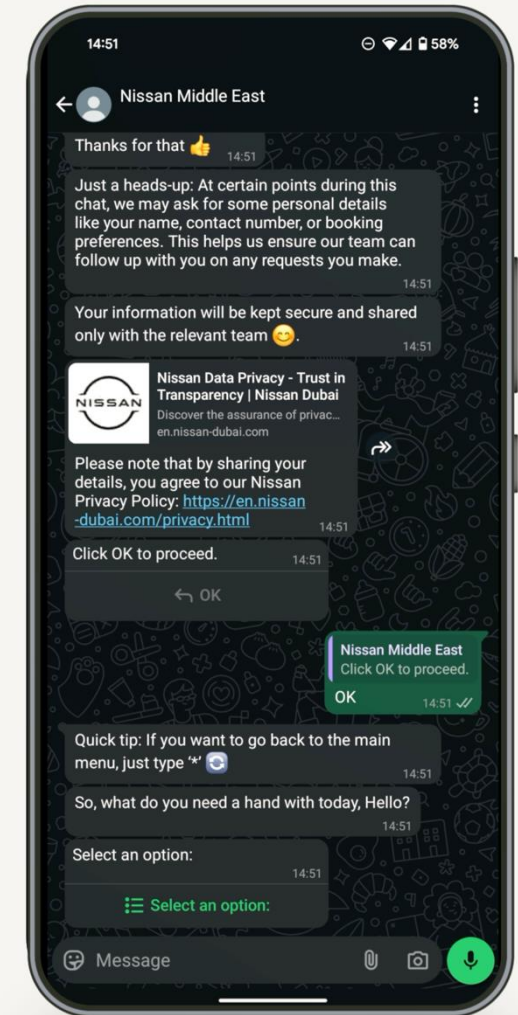
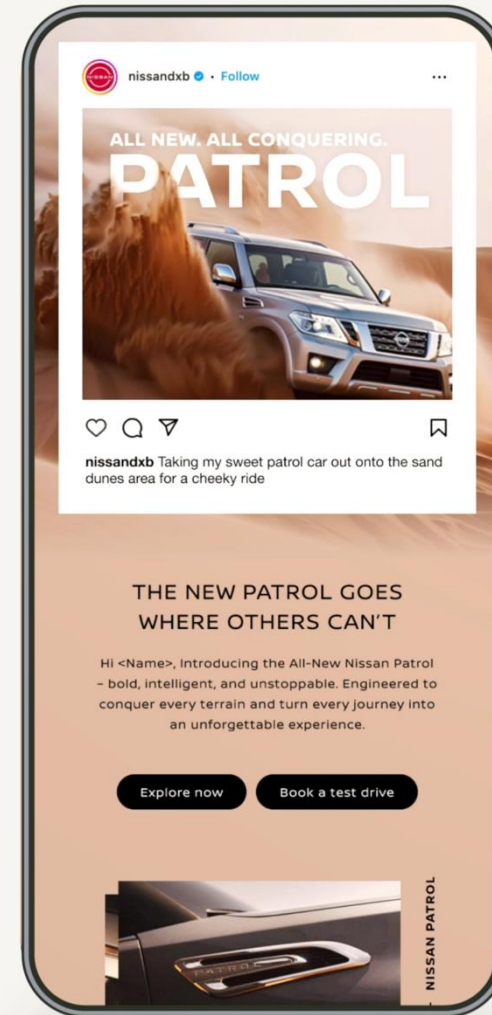
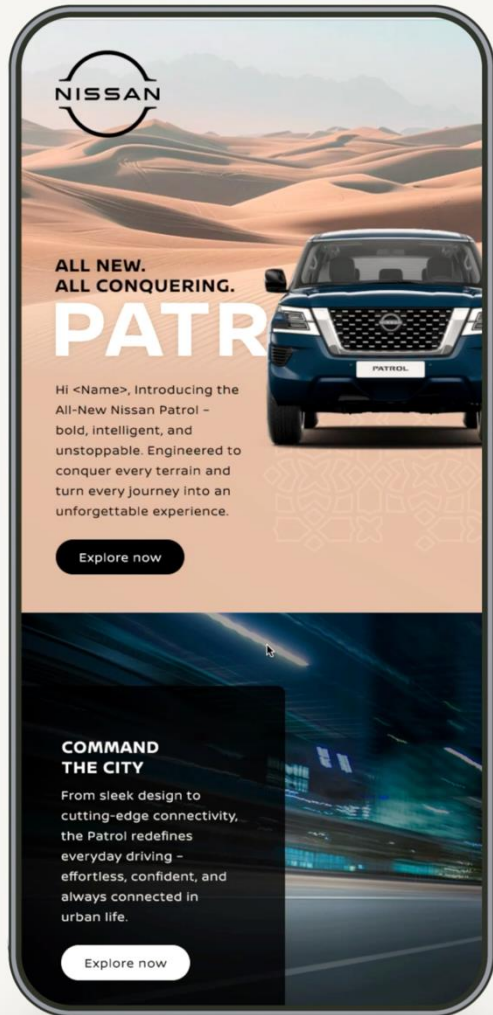
Total CRM campaign revenue:

\$12m+

in sales from CRM campaign engagers



CHANNEL-NATIVE LONGTAIL



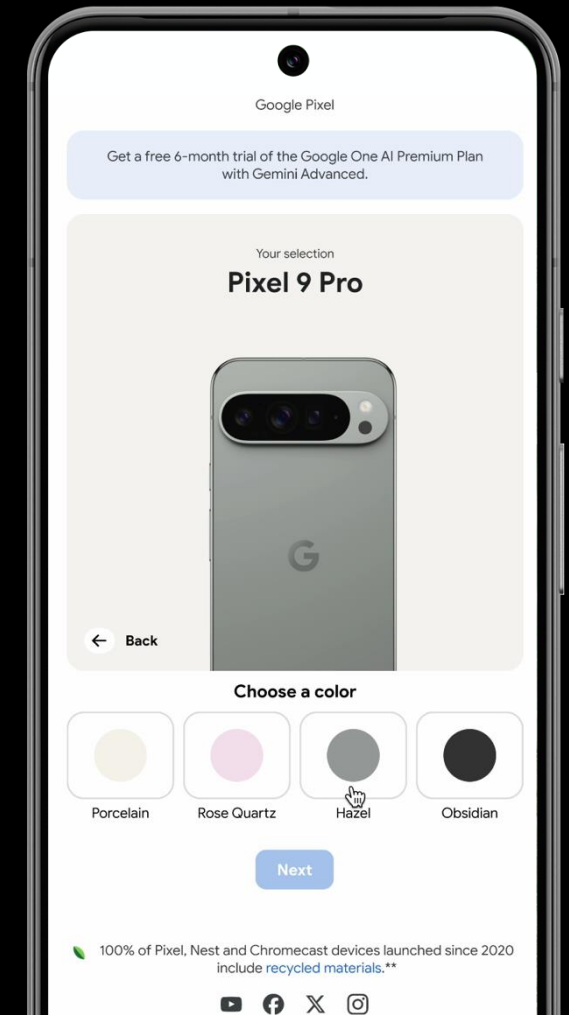
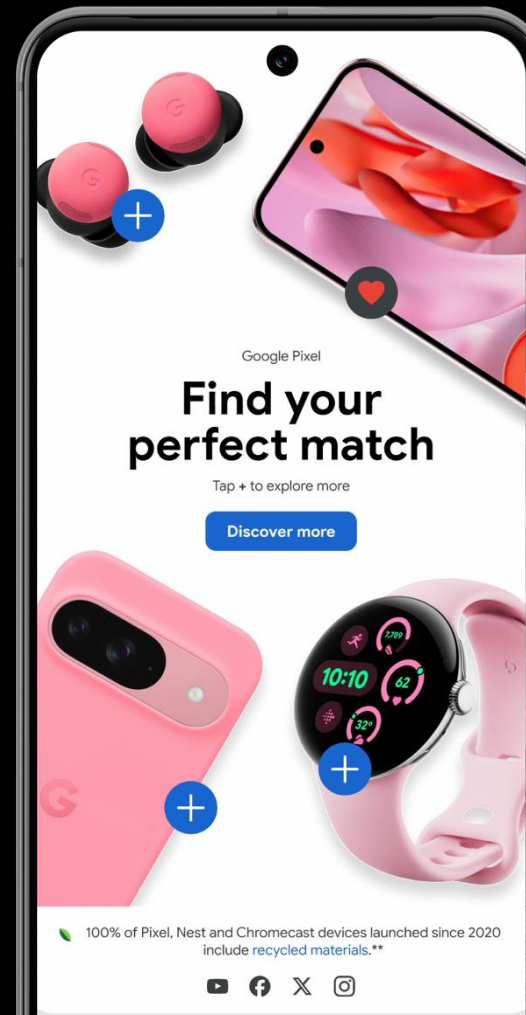
CREATIVE INNOVATION WITH AMP FOR EMAIL

Given the e-commerce focus of the Google Store team, we sought to increase familiarity before consumers landed on the online store by mirroring the UX and functionality of the Store website.

By mimicking ‘hotspot’ and configurator functionality, we were able to reduce the height of the Emails and encourage clicks to improve active interaction, as opposed to passive scrolling.

With the configurator AMP development, we were also able to allow users to fully spec their phone ‘in-Email’ and generate dynamic URLs, which placed that specific SKU in-basket when the final CTA button was clicked.

‘Hotspots’ enable users to hover over buttons within the Email to reveal a further layer of content



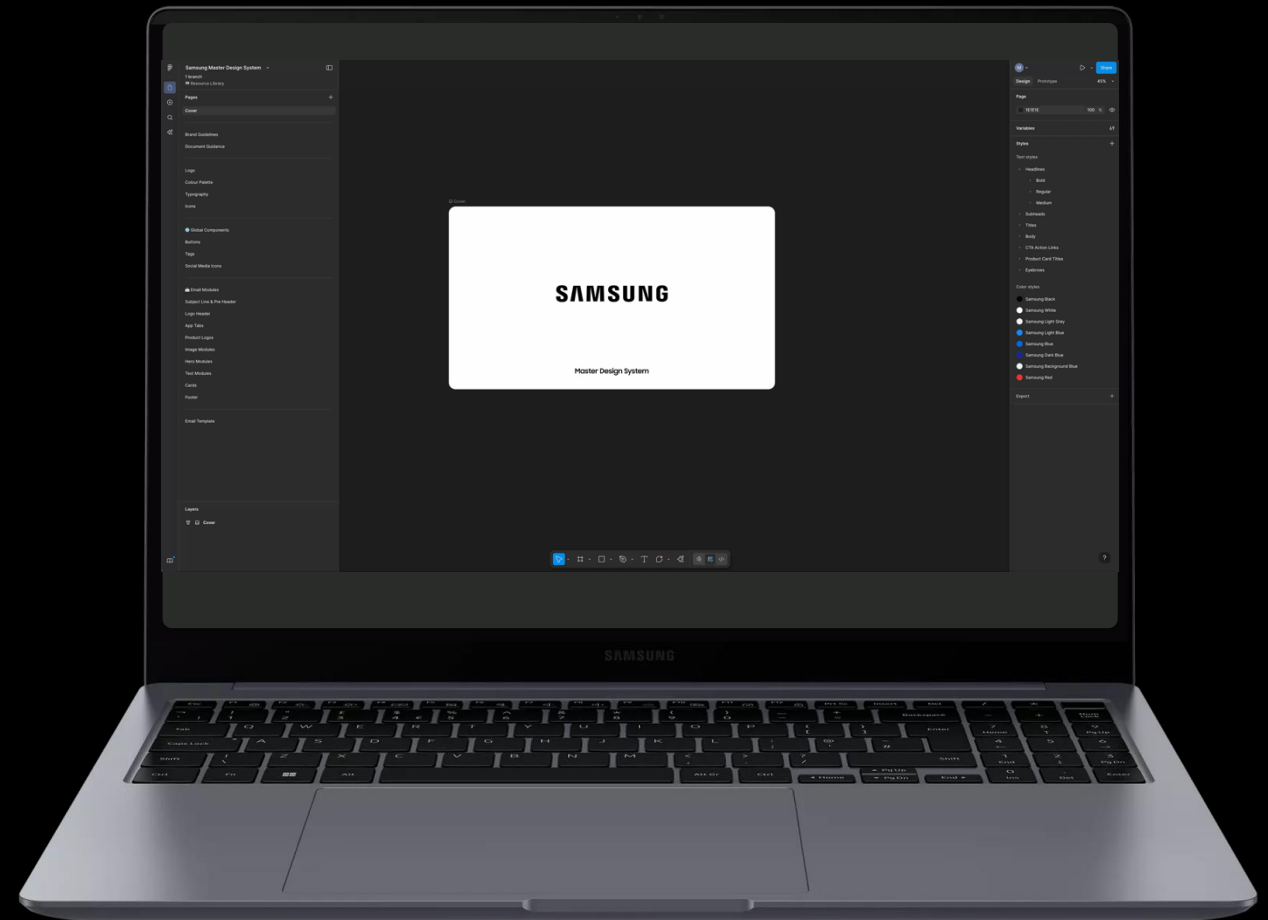
OPERATING PRINCIPLES

We prioritise technical efficiencies to protect budget allocated against specialist CRM teams and individuals.

We do not believe that people should be the first 'sacrifice' or compromise in streamlining budgets.

Instead, we focus on delivering operational and budget efficiency through tooling, automation and templatisation.

This allows us to complete award-winning work at scale within a pragmatic pricing model, as well as allowing us to move significantly quicker than other agencies.



Video of bespoke Samsung Email Design System available on request





BUSINESS CASE TO FULL CRM IMPLEMENTATION AND MANAGEMENT

Challenge:

“We see CRM central to growth: expanding and enriching their database, improving targeting across channels, and strengthening reporting, requiring the right technology foundation to support it.

At the same time, Their most critical customer communication is the Booking Confirmation Email, containing digital tickets and essential travel details, it must be delivered flawlessly, every time.”

BIG BUS TOURS

BIG BUS TOURS: CRM PLATFORM SELECTION

BBT saw CRM as a 'hero component' of their ambition to grow customer volume and value.

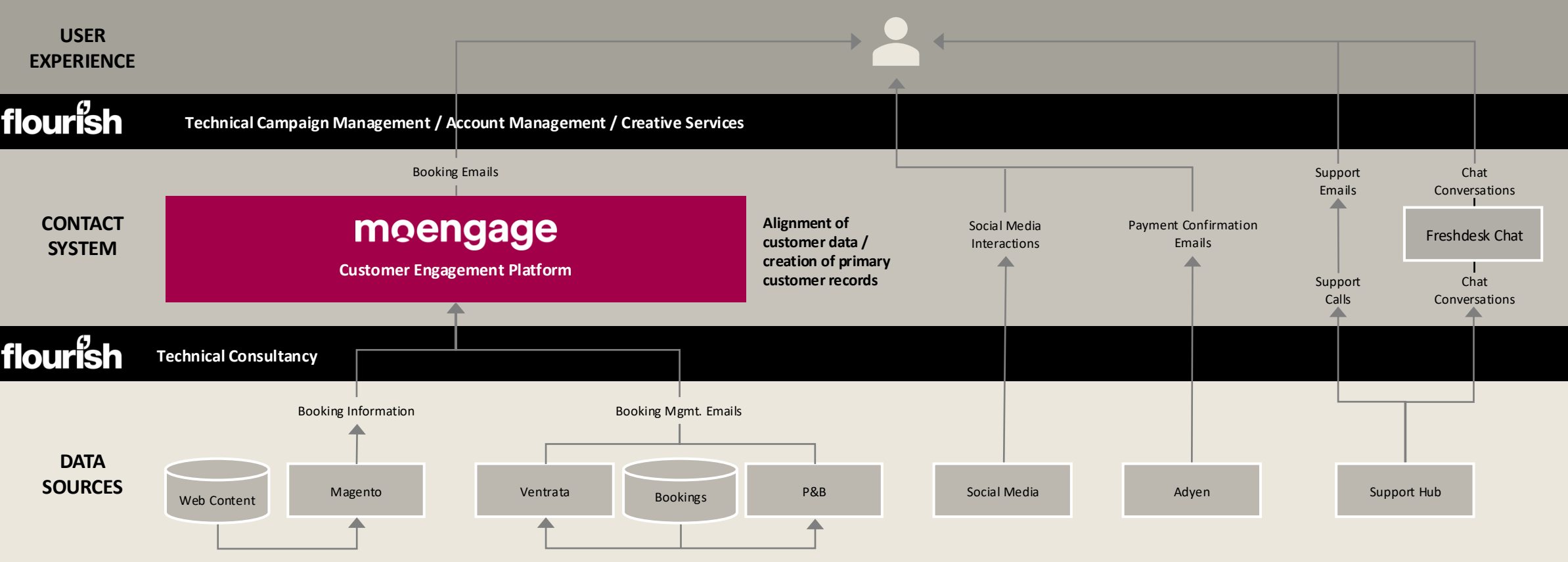
They knew that through CRM they could connect with every passenger, increase their interaction and drive greater conversion. To this end they needed to:

- Grow the customer database
- Increase the richness and accessibility of their available data for usage in comms
- Enhance the quality, targeting and relevancy of their communications – Email, Push Notification and in-app messaging
- Improve reporting against more robust KPIs

With these objectives in mind, our first task was to manage a vendor selection process to identify the right technology solution.



BIG BUS TOURS: ARCHITECTURAL DEVELOPMENT



BIG BUS TOURS: STRATEGIC DEVELOPMENT

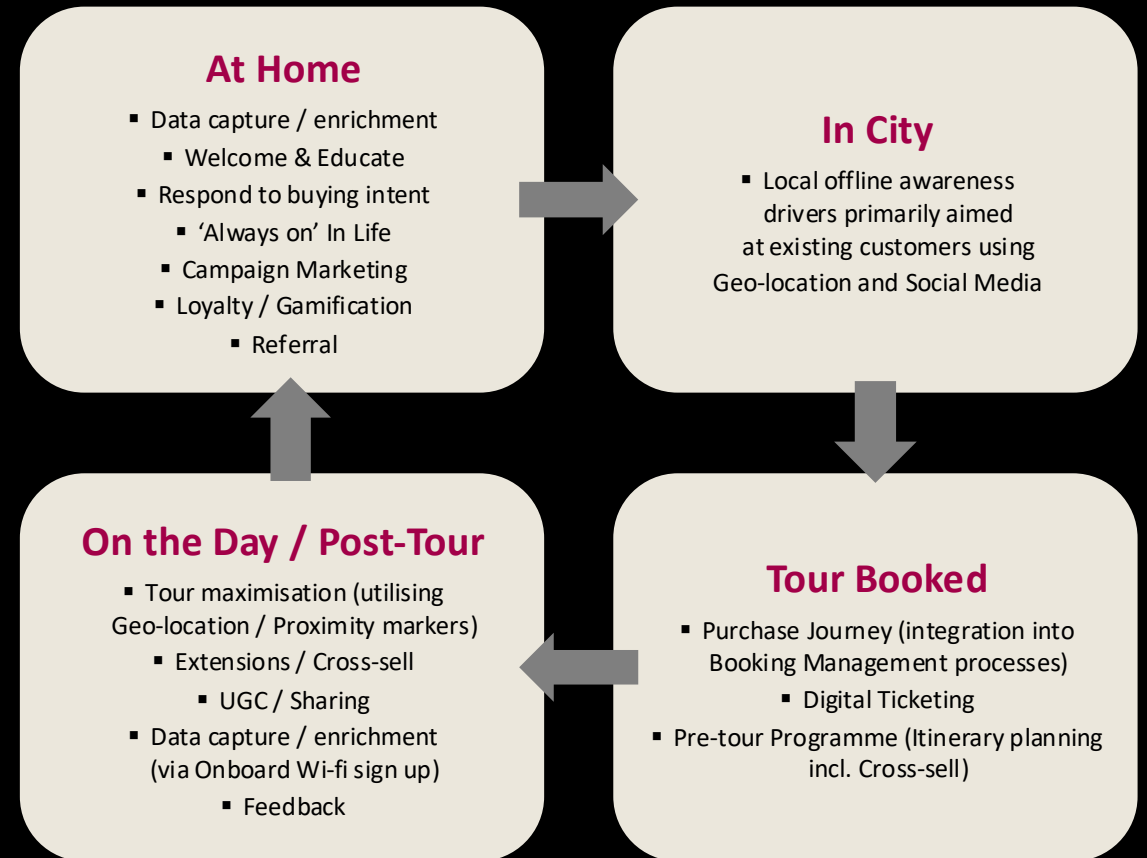
MANAGING THE CUSTOMER LIFECYCLE

The plan for CRM was to link four stages of the Customer Lifecycle – **At Home; In City, Tour Booked; On the Day / Post-Tour**.*

Each stage provides a specific opportunity to encourage consideration, drive conversion and maintain brand awareness and saliency.

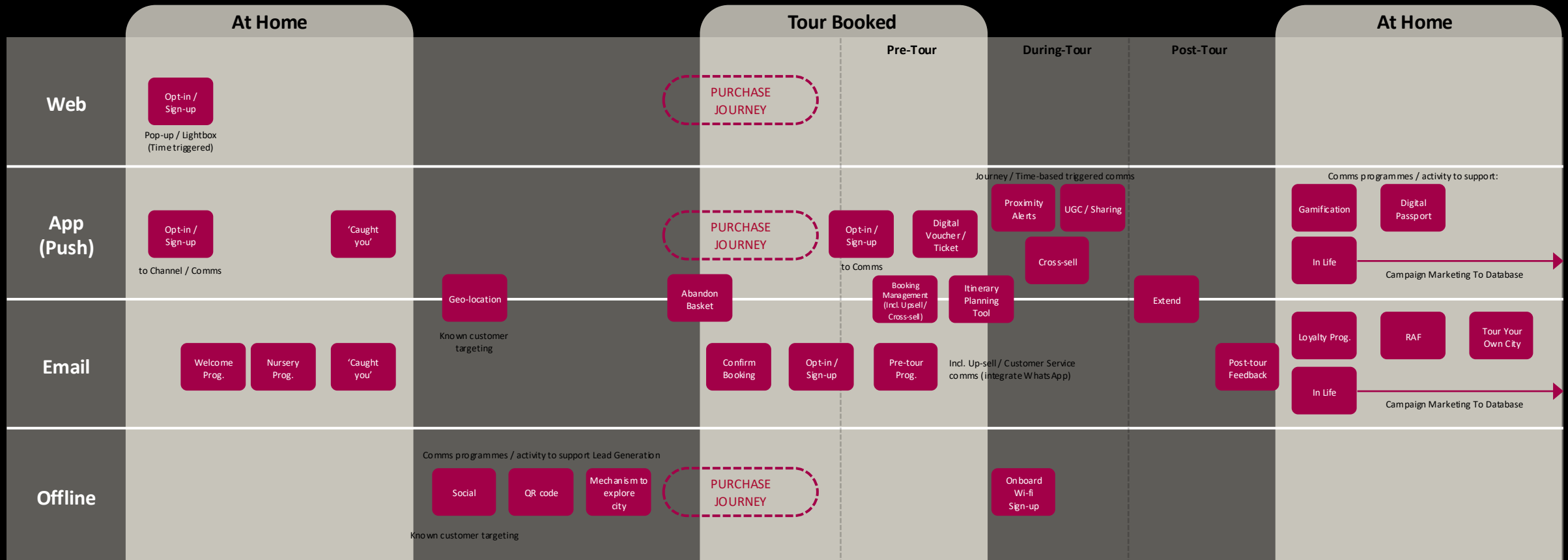
At each stage, we planned to enhance existing CRM programmes and develop new ones to augment the Customer Experience, primarily through Email and Push.

Using these core channels, we sought to integrate multiple touchpoints to deliver upon the core CRM promise – the right message, through the right channel at the right time.



*Since these two stages are closely aligned, for the purposes of this document they have consolidated into one stage

BIG BUS TOURS: LIFECYCLE PROGRAMME ROADMAP



BIG BUS TOURS: PROGRAMME DELIVERY

CREATIVE DEVELOPMENT

Since we were appointed, we've been engaged with the ongoing process of supporting tactical campaigns and implementing operational / BAU programmes as new data attributes become available.

Q3 2025 PERFORMANCE:

1.1m

Avg MAU

1.38m

Emails Sent

26%

Average Email CTR
Industry standard is 2-5%

54.5%

Avg. Open Rate
Industry standard is 20%

659k

Push Notifications sent

4.8%

Average Push CTR
Industry standard is 2-6%

OR: 84.92%
CTR: 4.33%

BIG BUS TOURS First stop. *Adventure!*

Short on time?

SEE THE CITY LIKE A LOCAL

Hi <Name>,
This summer, don't waste luggage space on guidebooks. A Big Bus Tour has everything mapped out for you. Just hop on for views of must-see sights and hop off for hidden gems loved by locals.

[PLAN YOUR TOUR](#)

POSTBOX

11/11/25 08:02 Summer - July 2025

Big Bus Tours
Hi <Name>, explore the world like a local!
We'll be back soon. In the meantime, enjoy the view.

Short on time?

SEE THE CITY LIKE A LOCAL

Hi <Name>,
This summer, don't waste luggage space on guidebooks. A Big Bus Tour has everything mapped out for you. Just hop on for views of must-see sights and hop off for hidden gems loved by locals.

[PLAN YOUR TOUR](#)

POSTBOX

Rome
When in Rome, ride up top
The Colosseum, the Vatican Museums, St. Peter's Basilica, and every turn in the Eternal City. All with Big Bus. You have a lot to see. Discover it all.

[DISCOVER ROME](#)

London
See the best of London
London's history and its most iconic sites are just a hop and a skip away. Big Bus has everything you need to see the best of London. From the Tower of London to the Houses of Parliament, we've got you covered.

[DISCOVER LONDON](#)

Budapest
All aboard for sun-soaked Budapest
This summer, don't waste luggage space on guidebooks. A Big Bus Tour has everything mapped out for you. Just hop on for views of must-see sights and hop off for hidden gems loved by locals.

[DISCOVER BUDAPEST](#)

DISCOVER THE WORLD WITH BIG BUS TOURS
Search for a city

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BIG BUS TOURS: CREATIVE



First stop, *Adventure!*

WELCOME ABOARD

Hi there,
Thanks for signing up to the Big Bus newsletter - we're excited to have you on board!

You'll now be first in line for special offers, exciting news, and travel inspiration from the world's greatest cities. And if you want to get ahead with planning your next urban adventure, downloading the Big Bus app is a smart place to start.

DISCOVER MORE

NEXT STOP... LONDON?

Open-top Buses | Must-See Landmarks | Fun commentary | Hop on Hop off

Whether you prefer to see the sights from the comfort of your seat or get a feel for the city on foot - our tours will transport you from tourist hotspots.

EXPLORE LONDON

MUST VISIT ATTRACTIONS

THE TOWER OF LONDON | TOWER BRIDGE | ST PAUL'S CATHEDRAL

EXPLORE MORE

Great value for money

It's the best way to see as much of the city as possible in 2 days. The information on the tour is great and it's fun. The staff at the bus stops are great fun.

- Ian Watt

HOP-ON DISCOVER HOP-OFF EXPLORE

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First stop, *Adventure!*

Find your next trip

EXPLORE CITIES

NEXT STOP <NAME>?

Hi <Name>,
Planning a city break? Take it all in with Big Bus Tours. Our open-topped buses visit the must-see landmarks. The fun commentary gives you the history, the local legends and off-the-wall facts. And because it's Hop on, Hop off you can go where your fancy takes you!

Where Next?

Open-top Buses | See the top landmarks | Fun commentary | Hop on Hop off

Our London bus tours provide the perfect introduction to the city and the best places opportunities to enjoy London's top hot spots.

Trending cities to check out

London | London | London

Explore More

Get the BigBus Tours app

Plan your trip, book your tickets, get detailed local maps and discover things to do in 22 cities across the globe. Your next adventure starts here.

App Store | Google Play

HOP-ON DISCOVER HOP-OFF EXPLORE

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First stop, *Adventure!*

Find your next trip

EXPLORE CITIES

YOUR ADVENTURE STARTS HERE

Hi <Name>,
If you haven't downloaded the BigBus Tours app, you're missing out. Plan your trip, book tour tickets, get detailed local maps and discover things to do in 22 cities across the globe.

Hi <Name>,
LONDON | PARIS | LAS VEGAS

YOU WAIT FOR A BENEFIT... AND 4 COME ALONG AT ONCE

Top Landmarks
Every tour takes in the must-see local sights, so you whether you're there for a few nights or a few weeks, you won't miss a thing.

Open topped buses
Our tours give you a top deck view that gets you closer to the very fabric of the city you're visiting.

Fun commentary
From great histories to local legends and more, enjoy entertaining and informative commentary.

Hop on, Hop off
Explore landmarks at your own pace. With regular tours you can choose to explore as many or few stops as you want.

Explore Cities

HOP-ON DISCOVER HOP-OFF EXPLORE

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First stop, *Adventure!*

Ticket Confirmation
Your Berlin adventure starts here

Hi <Name>,
Ready for your next adventure? Berlin is waiting for you!

Next Stop: [Station Name]

Head there to collect your ticket when you're ready to visit. Then, hop right outside and jump on any City Sightseeing bus. We'll see you in a sec.

Your itinerary

Manage My Booking | Find A Bus Stop

Find everything you need in one place

Download the Big Bus App for everything you need to make your adventure smooth as you see you can focus on enjoying the ride, making memories, and soaking up the sights.

App Store | Google Play

MUST VISIT ATTRACTIONS

THE TOWER OF LONDON | TOWER BRIDGE | ST PAUL'S CATHEDRAL

FIND OUT MORE

HOP-ON DISCOVER HOP-OFF EXPLORE

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First stop, *Adventure!*

Find your next trip

EXPLORE CITIES

LET'S GO!

Save <EXX> on your next booking

Hi <Name>,
A BigBus Tour is the best way to explore local landmarks, but don't take our word for it. Try BigBus Tours for yourself with EXX off your next booking. Use your unique code below at checkout. But hurry! Your code expires on <XX.XX.24>

SAVE <EXX> ON YOUR NEXT BOOKING WITH CODE

XXXX XXXX XXXX XXXX

Unlock Now

HOP-ON DISCOVER HOP-OFF EXPLORE

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The title "Kingdom Come Deliverance" is displayed in a stylized, gothic font. The word "Kingdom" is on the top line, "Come" is on the second line, and "Deliverance" is on the third line. The text is light gray and set against a background of a large, golden, stylized tree with many branches.

BRAZE CONSULTANCY AND OPERATIONS

Challenge:

“We weren’t happy with our existing CRM support. Our audience didn’t have a personalized experience.

Flourish helped us create engaging, beautifully designed customer journeys that take a more personalised approach, converting non-players into players, and players into PROS”

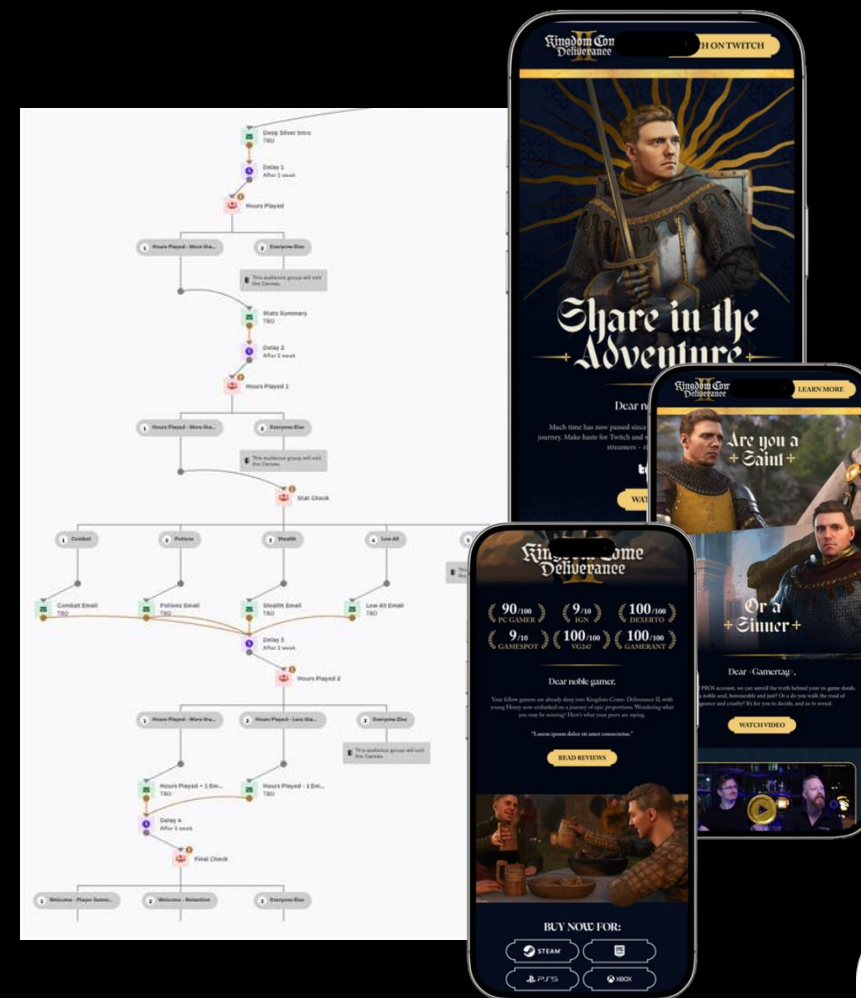
PLAION

PLAION: JOURNEYS GUIDED BY IN-GAME INTERACTIONS

PLAION are a leading developer and distributor of games and entertainment products.

Flourish provides Braze support across:

- Implementation consultancy and oversight of PLAION’s migration into Braze
- Identification and prioritisation of CRM use-cases that leverage gameplay and behavioural data
- Development and deployment of automated lifecycle campaigns driven by in-game activity
- Creative design and build of modular, personalised email templates
- Campaign reporting, KPI monitoring and continuous enhancement of player engagement



THANK YOU



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