



Uniquely Yours

EXPAND YOUR BRANDS REACH AND LEVERAGE JCB'S POWER TO MARKET YOUR BUSINESS IN ASIA

JCB employs various marketing strategies and initiatives to reach and engage its customers.

Here are some common approaches used by JCB in its customer marketing

ADVERTISING AND PROMOTIONS



JCB engages in advertising campaigns to raise brand awareness and promote its products and services. This includes traditional advertising channels where we often highlight the benefits of our partnership, rewards programmes, and how to attract new customers and encourage card usage with our partner merchants.

CO-BRANDED PARTNERSHIPS



JCB collaborates with other brands and organizations to create co-branded credit cards. Co-branded cards often target specific customer segments, such as frequent travelers, sports enthusiasts, or lifestyle-focused individuals. We can tailor your offering to a new and diverse bank issuer audience.

LOYALTY PROGRAMMES



JCB offers loyalty programmes to incentivize cardmembers to use their cards more frequently. These programmes typically provide points, cashback, discounts, or special privileges when making purchases at participating merchants. By promoting these programmes, JCB aims to enhance customer engagement, encourage repeat usage, and foster loyalty.

ONLINE AND MOBILE PLATFORMS



JCB maintains an online presence through its official website, mobile apps, and social media channels. These platforms serve as avenues for communicating with customers. JCB may also use targeted online advertising and email marketing to reach specific customer segments and deliver personalized offers and communications.

PARTNER MERCHANT PROMOTIONS



JCB collaborates with partner merchants to create joint marketing campaigns and promotions. These initiatives can include exclusive discounts, special offers, or limited-time deals for JCB Cardmembers. By partnering with popular brands and establishments, JCB aims to provide added value for its global cardmember base.

EVENTS AND SPONSORSHIPS



JCB participates in events, exhibitions, and sponsorships to enhance its brand presence and engage with customers directly. This can include sponsoring industry conferences, where JCB may have a physical presence, conduct on-site promotions, or provide exclusive benefits to event attendees.

It's important to note that JCB's specific marketing strategies may evolve over time, and the availability of certain marketing initiatives may vary across different regions or countries. For the most accurate and up-to-date information on JCB's marketing activities and campaigns, it is recommended to consult JCB directly or refer to their official communication channels.