

# CHARITABLE CHOICE FOR CLSA

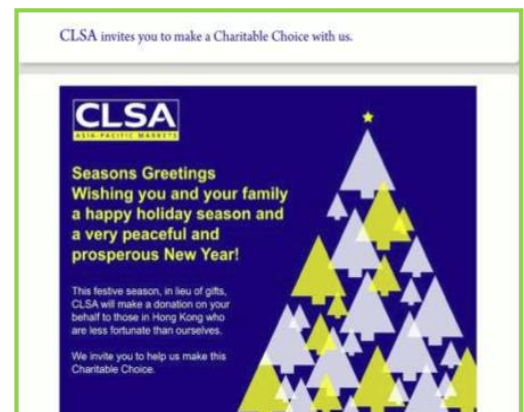
## A CASE STUDY

### CLSA VIP Client Christmas Engagement Programme

- CLSA Asia-Pacific Markets - Asia's leading equity broker and investment group – sought to provide CLSA's most valued clients with an interactive, meaningful and alternative festive gift for Christmas.
- The company wished to showcase and support the work of the CLSA Chairman's Trust and the charities it supports.
- The programme was tailor-made to align with CLSA's corporate branding strategy and specific campaign objectives, ensuring strong branding, message and client recognition.
- CLSA's key objective was to create an additional interactive and socially responsible initiative to engage with CLSA clients.

### Charitable Choice support

- Established partnerships with the three charities nominated by the CLSA Chairman's Trust for inclusion in the campaign.
- Created an independent web-landing page for CLSA clients, tailored to the campaign.
- Managed the Christmas e-card distribution for CLSA.
- Tracked client visits to the web landing page and redemptions of the cards.
- Provided regular reports to CLSA to enable them to track the success of the campaign.
- Managed transaction of donated funds to the appointed charities.



“ Working with Charitable Choice has been an absolute pleasure. In lieu of Christmas hampers, we gifted our clients with a much more meaningful present – a donation to one of three CLSA Chairman's Trust supported charities. Thank you for helping us make a Charitable Choice! ”

**Emma Levy**  
Coordinator, Chairman's Trust

Call Charitable Choice now to discuss how we can support your company's client engagement, employee loyalty or corporate social responsibility initiative and benefit Hong Kong at the same time.

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