

# Nuclei

## Marketing Assignment | Campus Placement 2023

**Objective:** Market Research & Innovative Marketing Initiatives

**Region:** India, SEA, and MEA countries

**Task:** Innovation in subscription banking and membership-based services in the banking industry.

**Deadline for submission:** 12 PM, 6 February 2023

### Your assignment can cover but is not limited to

- How banking teams (credit cards, wealth management, business banking, etc.) are utilizing the membership model to deepen their customer retention.
- Unique ways in which such memberships are positioned.
- Feel free to derive inspiration from membership-based services in other industries and geographies.
- Existing Innovative marketing strategies around membership-based services or your recommendations around the same.

The above is for indicative purposes only. Feel free to go above and beyond these parameters to expand your research.

You can find these details via Research papers, case studies, news, secondary research on banking services, social media, etc

**References:** Provide all references of the material used in your research.

### Things we are looking for

1. Structured approach
2. Analytical thinking
3. Depth of research

*In case of doubt, please reach out to [arushi.goel@gonuclei.com](mailto:arushi.goel@gonuclei.com)*