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***CHASE SAPPHIRE:
CREATING A MILLENNIAL
CULT BRAND CASE***

Introduction

The "Chase Sapphire: This paper focuses on a "Creating a Millennial Cult Brand" case and inscribes a detailed analysis of the Chase Sapphire's work that was aimed at turning an ordinary credit card product into a popular culture icon among the millennials.



Understanding Millennials

The millennials also known as Generation Y are those between the ages of 1981 and 1996, and as such have specific financial requirements and desires. They are more real-life oriented; care less about the material things; and are more inclined to the social media.





Results and Impact

The outcomes of the Chase's strategic efforts were quite positive. The Sapphire product line successfully targeted a large amount of millennials, thus increasing Chase's market share and profitability. Furthermore, it can be seen that Chase Sapphire signifies the height of success in the credit card industry, which is an excellent demonstration of the more targeted marketing campaigns and brand building.



Conclusion

The "Chase Sapphire: The ability to properly appeal towards Millennial consumers is the key message of the "Creating a Millennial Cult Brand" case study. As a result, Chase Sapphire, by way of product differentiation, brilliant marketing, and exceptional customer service, has achieved millennial cult status while simultaneously creating a new path for Wells Fargo to follow.





RESOURCE

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