

Dallas
Dubai
Hong Kong
Kuala Lumpur

London
Madrid
Mumbai
San Francisco

São Paulo
Shanghai
Singapore
Sydney

Tokyo
Zurich



Airline offers creative redemption solutions to reduce miles liability
All TAP Destinations for half the Miles

ICLP supported TAP Portugal – the leading airline of Portugal – in the largest redemption campaign in history for TAP’s frequent flyer programme Victoria. From October 20th through December 15th 2009, Victoria members were invited to redeem their miles for flights to any destination operated by TAP. The redemption campaign - with the aim of encouraging the rapid redemption of members' accumulated loyalty mileage - titled “0% miles, 100% emotions” guaranteed 300,000 seats for half the miles.

To take advantage of this campaign, customers could:

- Opt to purchase a ticket in tap|classic or tap|plus class (economy class)
- Upgrade and fly in total comfort in tap|executive (business class)
- Purchase the miles they need at half price to make up the difference if they do not have enough miles to get a free ticket or upgrade
- Transfer miles for free to a family members or friends by transferring miles from their account at no extra cost
- Redeem miles for attractive ground awards in various categories (hotels, health & fashion, gourmet, entertainment, magazines, rent-a-car)

Results:

TAP generated 441 millions in redeemed miles. The ground awards proved to be the most improved with a lift in redemption behaviours of 1492%. Air awards experienced a lift in redemption behaviours of 51%. TAP arranged for 143 different ground awards to be offered during this campaign. Redemption activity on average during the “Burn Miles” campaign was almost double compared to the same time in the previous year.

About ICLP:

ICLP is the world's leading specialist loyalty marketing agency with over 20 years of experience creating and managing profitable relationships and driving incremental revenue. By leveraging global experience across a wide variety of industries, ICLP has pioneered ways of differentiating brands and adding value to customers. This is achieved by understanding what characterises profitable behaviours and best customers, to design and deliver integrated marketing initiatives that actively influences their behaviour to deliver incremental revenue and maximise customer lifetime value.

Part of the Collinson Group, ICLP employs some of the world's leading loyalty marketing, data insight and creative experts. With offices in 15 key locations around the globe, ICLP offers a full range of loyalty services, from strategy and creativity to insight and global delivery.

ICLP currently has offices in Dallas, Dubai, Hong Kong, Kuala Lumpur, London, Madrid, St.Petersburg, Mumbai, San Francisco, São Paulo, Shanghai, Singapore, Sydney, Tokyo, and Zurich. Its list of clients includes airlines and airline networks; automotive brands; financial services companies; hotels; technology companies; luxury brands and retailers.

www.iclployalty.com

About TAP Portugal:

TAP is a Portuguese airline market leader, which celebrated its 60th anniversary on March 14th of 2005; the date on which it also became part of the Star Alliance, the largest global alliance of airlines in the world.

With its Hub in Lisbon - a privileged access platform to Europe – at the crossroads with other Continents, the Company currently flies to 58 destinations, throughout 27 countries in Africa and North and South America; a region in which TAP stands out as being the leading operational European transportation company to Brazil.

Continuing a strategic direction whose priority is Client expectation satisfaction, TAP continuously seeks to provide its clients with the best and easiest solutions for their trips, continuously adding additional value to the product they offer.