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Midland Mainline rewards ICLP with its customer reward scheme

London, UK, December 2006: Train operator Midland Mainline has handed its customer reward scheme to ICLP after a competitive pitch.

ICLP is tasked with co-ordinating the consolidation of Midland Mainline's two reward schemes - one designed for business users and the other for leisure users - into a single offering via a new programme called *AlwaysMore*.

Nicola Farmer, Product Manager – Retention, for Midland Mainline says: "We've reviewed and made changes to our reward scheme based on customer feedback. We value all of our customers and therefore wanted to introduce a reward scheme that benefits everyone, no matter how often they travel with us. I hope the new members will enjoy the benefits of *AlwaysMore*."

The customer reward scheme was re-launched this winter with a range of new targeted benefits and services. ICLP will run the re-branded programme including the creative requirements, marketing communications and partnership management.

Simon Toombs, Business Development Manager of ICLP says: "Midland Mainline appreciates the importance of running a good reward and loyalty programme, but also understands the logistics behind them. Its desire to streamline the whole process, which will simplify yet extend the offering, will add enormous benefits to existing and future card holders."

Midland Mainline operates train services along the M1 corridor between London St Pancras, the East Midlands and South Yorkshire. Midland Mainline has recently been named Passenger Operator of the Year and currently tops the long distance league tables for punctuality.

About ICLP

ICLP is the world's N°. 1 specialist loyalty marketing agency with offices in London, Dallas, Dubai, Hong Kong, Kuala Lumpur, Mumbai, San Francisco, Shanghai, Singapore, Sydney, Tokyo and Zurich.

As a full-service agency, ICLP employs some of the world's leading loyalty marketing and creative experts, and with two decades of commercial insight from working in the travel and airline industry (as well as from across a wide variety of other sectors), and best practise experience from around the world, ICLP specialises in maximising the profitable impact of loyalty marketing.

ICLP is part of The Collinson Group which owns and operates a global portfolio of complementary specialised agencies and marketing services businesses.

For more information on ICLP contact your local ICLP office. Details can be found on:
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