

Sporting Lisbon FC appoints ICLP to develop its loyalty offering

Lisbon, 24 April 2008: Sporting Lisbon FC has appointed ICLP to overhaul its current club membership card programme with specific responsibilities to develop a loyalty platform and administer the subsequent programme.

Sporting Lisbon FC, one of the oldest clubs in Europe, was founded in 1906. It is predominately a football club, being one of the three most famous and successful clubs in Portugal. It also encompasses numerous other sports such as swimming, polo and athletics.

The loyalty programme includes the provision of a new card, branded Rede S3G (Network S3G)*, which will double as a credit and loyalty card and is co-branded with one of the leading Portuguese financial institutions; the latter association will allow the card to be used for pre-payments along with the more traditional credit ones.



The card will not only be a credit and loyalty card but also the members' identity card for access into the ground.

Stuart Evans, General Manager of ICLP says: "ICLP has a breadth of experience in aligning famous football clubs with their supporters and other companies with their customers, so we are delighted to have the opportunity to work with Sporting Lisbon FC to create a fantastic loyalty programme."

The card will initially be targeted at the current 90,000 named supporters of Sporting Lisbon FC with a direct mail campaign. The card will not only be a credit and loyalty card but also the members' identity card for access into the ground. Those supporters who are not old enough for the credit card element will still be able to obtain a card but they will be unable to initialise it for monetary transactions.

Initially there are eight strategic partners from which Rede S3G members can collect points including a country-wide network of leading petrol stations, travel agents and a mobile communication brand.

Points are redeemable only against Sporting Lisbon FC related goods and services such as game tickets, sporting merchandise including T shirts and footballs; plus there are frequent draws and promotions to win 'things money can't buy', examples of which are spending an afternoon playing soccer with the team's goalkeeper and specially autographed Sporting Lisbon FC shirts. In addition, there will be a package of direct benefits to card holders both from the club and those companies associated with the club's programme.



Pedro Frutuoso of ICLP meets Andre Rocha, Marketing director at Sporting Clube de Portugal, Lisbon.

Stuart Evans said: "One of the key elements of a loyalty programme, especially with one relating to football teams which seem to evoke emotional attachments, is to reward members with benefits that are not usually attainable and thus have enormous cache and consequently an associated high net worth."

The programme will be run out internationally after its Portuguese launch as the football team has enormous pan-European and even worldwide appeal.

André Rocha, Marketing Director at Sporting Lisbon FC said: "This is one of the most important projects that we will develop over the next few years. The objective is to provide tangible value to the current membership base. Technologically this is also a very complex project which is why we appointed ICLP to formulate and develop the programme."

*Network S3G - Sporting Third Generation



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about ICLP

ICLP is one of the leading loyalty marketing agencies globally with offices in London, Dallas, Dubai, Hong Kong, Kuala Lumpur, Madrid, Mumbai, San Francisco, Shanghai, Singapore, Sydney, Tokyo and Zurich.

As an integrated services agency, ICLP counts on some of the world's leading experts in creativity and loyalty marketing, as well as on more than 20 years of experience in numerous sectors, including the tourist and airline industries. ICLP has a broad global experience and is specialized in maximising the profitable impact of loyalty marketing.

ICLP forms part of The Collinson Group, which possesses and manages a global portfolio of specialized agencies and marketing services.



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