

Star Alliance awards CRM and Loyalty Communication business

FRANKFURT – August 5, 2004 – After completing a careful selection process comprising five international agencies, Star Alliance, the airline network for Earth, has appointed ICLP (International Customer Loyalty Programmes) as its CRM and Loyalty agency and HTW (Harrison Troughton Wunderman) as its Loyalty direct marketing agency.

The role of loyalty for the Star Alliance network across the 15 member carriers is to enhance the customer proposition for its most valuable customers.

The Star Alliance network has been active in developing key marketplaces promoting the alliance with various loyalty acquisition campaigns which most recently included a Status Match campaign in the UK.

Loyalty programmes are a decisive factor for which airline or alliance international travellers choose. Hence, Star Alliance selected ICLP UK based on its proven strengths in moving the traditional loyalty programmes model into a modern and dynamic customer relationship strategy combined with their understanding of our industry and truly global coverage, said Louise McKenven, Vice President Loyalty & Marketing, Star Alliance. Moreover, with HTW running the creative side of the business, we now have one agency in charge of our marketing communication requirements.

ICLP UK will focus its activities on the CRM and loyalty strategies and solutions, which will support Star Alliance's continuing goal as the leading global airline alliance for the high value international traveller. ICLP UK will be tasked with enhancing the Star Alliance customer loyalty proposition.

Mignon Buckingham EAME Director ICLP said: We are delighted to have been appointed and to be involved in such prestigious global CRM and Loyalty initiatives. Star Alliance and ICLP share the same vision; that it is imperative to gain a detailed consumer insight and through realistic segmentation consistently deliver relevant and timely propositions to its customers and thereby enhance profits.

HTW will be in charge of implementing the strategy on the creative side of the business, in other words conceptualising, designing and producing the communication strategy and pieces for the customer.

Martin Troughton, Managing Partner of HTW said: "This is a genuine vote of confidence for the agency. Star Alliance has for

several years been one of our most important clients. By expanding our brand communication remit to include loyalty we will for the first time be able to develop truly integrated activity and continue to help them establish themselves as market leaders on a global scale".

Star Alliance was established in 1997 as the first truly global airline alliance to offer customers global reach and a smooth travel experience. The members are Air Canada, Air New Zealand, ANA, Asiana Airlines, Austrian, bmi, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Singapore Airlines, Spanair, Thai Airways International, United, US Airways and VARIG Brazilian Airlines. South African Airways and TAP Air Portugal are scheduled to join the alliance in 2005.

ICLP is the leading global loyalty marketing specialist, helping organisations build and use customer insight to deliver profitable relationships.

ICLP specialises in providing integrated loyalty marketing services covering strategic solutions, CRM development, programme and project management, customer communications, partnership marketing, digital marketing, data-based marketing, data management, customer value modelling, marketing technologies plus customer servicing and operations. Established in 1987, ICLP employs more than 500 staff worldwide with offices in London, Dallas, Dubai, Hong Kong, San Francisco, Shanghai, Singapore and Sydney.