



Background

One of the most recognized global financial services brands approached our sister company ICLP to develop, implement and manage an annual program of premium cardholder merchant offers and benefits for its Central and Eastern Europe, Middle East and Africa (CEMEA) region.

The Challenge

Visa CEMEA incorporates more than 80 countries and is also the most geographically and culturally varied region - with diverse member banks and cardholder needs.

The core challenges in delivering the program included:

- Developing merchant offers that complemented Visa's existing merchant relationships and enhanced the offer portfolios of their member banks.
- Identifying and acquiring merchants that engaged with both domestic cardholders and regional travellers.
- Ensuring merchants recognised Visa cardholders despite wide distribution of Visa cards across the region.

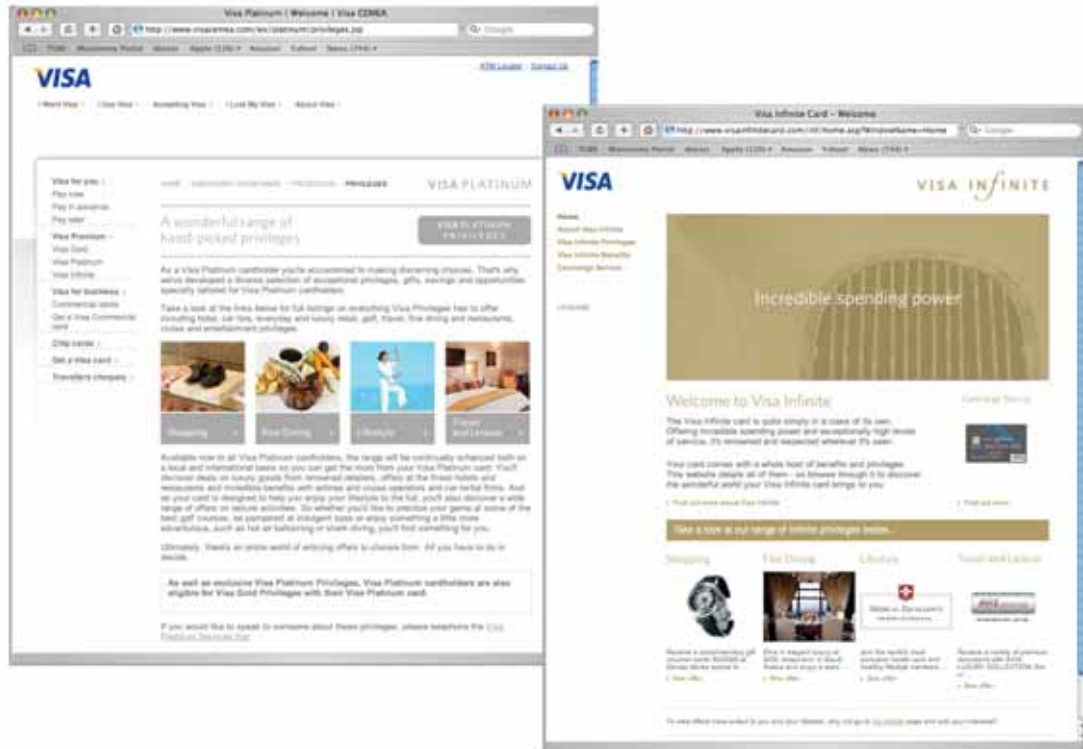
Our Solution

To achieve this ICLP developed a mix of annual and tactical offers with a variety of redemption mechanics – from online and in-store, to vouchers and personalised services.

Tailoring different offers per card type enabled VISA to fully maximise their merchant relationships and merchant marketing channels. While POS and media space were leveraged to promote the offers and Visa's brand.

ICLP was also able to create deep partnership relationships with merchants to provide continuity throughout the program.

Our Work



Results

Launched in 2006, the program has been highly successful and is now in its 3rd year of renewal.

The three launch markets of South Africa, Russia and United Arab Emirates have now been expanded to cover 5 additional markets: Egypt, Kuwait, Saudi Arabia, Ukraine, Croatia and Serbia, together with a selection outside of CEMEA and supported in English, Arabic, Russian and Ukrainian.

The program has seen significant uptake by member banks such as ABSA, Investec, ADCB, Privat Bank, VTB24 and Citibank.

Worldwide innovation

Collinson Latitude™ is the leading global provider of new and recurring revenue programmes in the airline, hotel, travel and financial services industries. Collinson Latitude™ is part of the Collinson Group, a global leader in a diversity of specialist travel membership, insurance and marketing services.

Worldwide expertise

As a group, we understand the travel market first hand, with over 3 million customers worldwide who have bought our insurance and lounge pass products. We partner with more than 2,500 online merchants and partners globally. We work with a wide range of blue chip international clients, including some of the world's leading hotel, financial services and airline brands. Our long-standing relationships with many of these clients are testament to our passion and expertise.

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