



## Background

Velocity Rewards is Virgin Blue's loyalty programme. With over 1.5 million members it was the first frequent flyer programme in Australia to offer "any seat, any time" reward flight availability.

Velocity's strategy is to drive loyalty and build long-term relationships with its member base. Collinson Latitude, together with its sister company ICLP, were appointed to deliver an online shopping portal as a unique customer retention tool.

## The Challenge

Our challenge was to:

- Enhance the programme – providing Velocity members with a new and innovative way to earn and redeem their Velocity points
- Extend loyalty & retention
- Drive more business to the Velocity website
- Provide programme differentiation and brand recognition – first of its kind in Australia/ NZ market
- Generate a new revenue stream for Velocity

## Our Solution

Using the RewardAll™ proprietary reward platform, we provided Velocity with a fully branded, customised, online shopping portal called ShopAndEarn within six weeks.

ShopAndEarn incorporates over 100 leading merchants via our multiple affiliate networks. It allows members to earn Velocity Reward points on every transaction when they shop at a wide range of merchants online.

It has a number of advantages:

The portal provides a seamless connection between the member, Velocity and the online merchant.

Tracking technology provides a detailed report of any purchases Velocity members make and Velocity are also paid a sales commission for every customer purchase.

A browser-based interface provides Velocity with the flexibility to adjust commission levels, set up special offers and manage the selection of merchants in real-time.

**Velocity were delighted with the results. This is what Phil Gunter, Velocity's General Manager, had to say:**

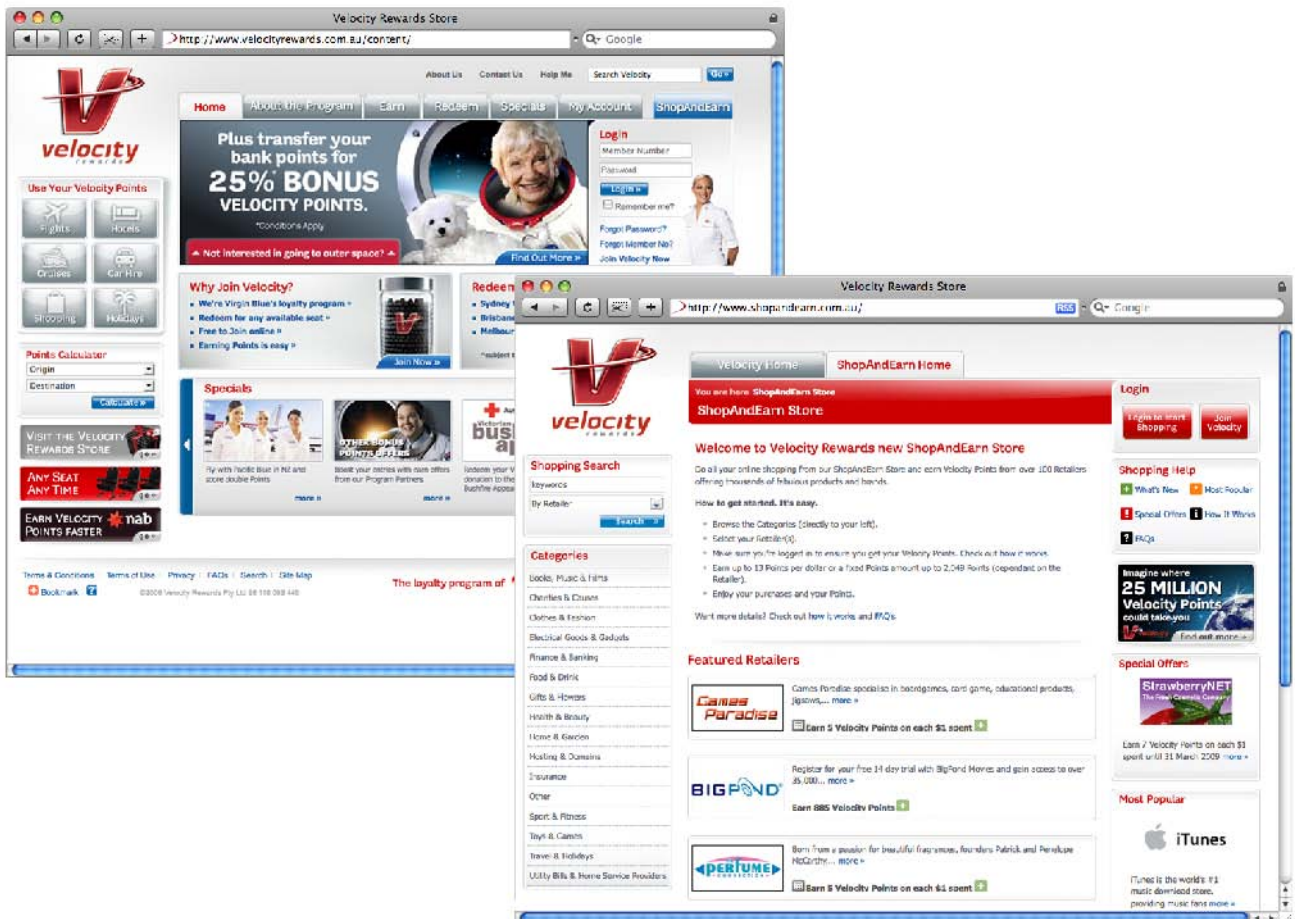
*We were impressed with the RewardAll technology and its ability to bring innovation and speed to the affiliate process. ICLP and Collinson Latitude will work closely with us to help us to expand our point of difference in the Australian market.*



**RewardAll™**



## Our Work



## Results

Our work enabled Velocity to launch a new online store – ShopAndEarn – the first of its kind in Australia and New Zealand.

The ShopAndEarn store allows members to interact with the reward programme in a new way. They earn Velocity points while shopping online for products available from some of the hottest brands around – including Apple, Dell & eBay.

## 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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