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Press Release

Network TEN appoints ICLP to develop its digital marketing strategy

Sydney, Australia, January 2007: Network TEN recently appointed the Sydney office of global loyalty marketing agency ICLP to help develop its customer relationship management (CRM) strategy and to provide implementation support as part of its digital marketing plans.

The first stage of ICLP's work for TEN is being delivered as part of TEN's February Launch of Ten.com.au. Ongoing, ICLP will support Ten's customer identity management objectives by delivering high end database marketing services including, analytics, segmentation, marcomms planning and execution of digital communications to drive advertising revenue for Ten.

ICLP will work closely with Ten's digital agency Hyro to supply CRM expertise and platform for the complete digital offering, giving Ten's users a seamless experience across all the network's digital properties including ten.com.au and program sites such as Australian Idol, Big Brother and Thank God You're Here.

Network Ten General Manager Digital Media Damian Smith said ICLP won the business because it offered the strongest CRM solution.

"ICLP impressed us with its sophisticated proprietary CRM system, and its strategic and data driven approach to digital marketing. ICLP will work closely with Hyro to help us to create the country's best and most innovative digital network," he said.

ICLP Client Services Director Paul Malcolm said: "We are delighted to be working with Network Ten and assisting in developing and engaging its youth audience. We will also offer Ten our specialised skills in data analysis and segmentation to draw customer insights and drive accountable marketing, across all channels."

Network Ten is one of Australia's three national commercial television broadcasters, with stations in each of the country's five mainland capital cities.

The Network is the home of Australian shows as diverse as Rove Live, Big Brother, Australian Idol, Neighbours, Thank God You're Here and 9AM with David and Kim.

TEN also offers some of the world's most popular overseas programs, including House, The Simpsons, NCIS, Medium, Supernatural and the Law & Order franchise.

With six consecutive annual ratings wins in the 16-39 demographic (2001-6) to its credit, TEN is now broadening - and winning in the U.S. benchmark 18-49 demographic.

The first station, in what became the modern Ten Network, began broadcasting in Melbourne in August 1964. Network Ten listed on the Australian Stock Exchange in 1998 and today employs approximately 1,000 people.



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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: www.iclployalty.com



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