

dallas
dubai
hong kong

kuala lumpur
london
mumbai

san francisco
shanghai
singapore

sydney
tokyo
zurich



Press Release

ICLP appoints new UK General Manager

London, UK, June 2006: Stuart Evans has been promoted to UK General Manager of ICLP, one of the world's leading loyalty marketing agencies, having been its Planning Director for the last two years.

Before joining ICLP three years ago Evans had worked client side for AA, Hertz Europe and British Airways where he was responsible for developing and running a series of loyalty and CRM initiatives, including running the separate BA Miles currency for the North America market.

Evans will be taking over the helm of General Manager from Ian Hutchieson, who continues as Regional Development Director, Europe supporting both ICLP's London and Zurich offices. Complementing this appointment ex-Virgin Atlantic marketer Paul Smitton will be relocating from his role as ICLP's General Manager in Hong Kong to head the new ICLP team in Zurich.

Mignon Buckingham, Regional Director US and EMEA says: "When looking for a figure head for a company it is prudent and professional to widen the search beyond the boundaries of the company. Whilst we did this, Stuart was always a strong option. His knowledge base and understanding of the loyalty marketing and CRM functions is extensive. Our ability to also leverage experience like Paul's across our global network of offices reflects ICLP's position as the leading expert in its field."

In the UK ICLP currently enjoys strong relationships with major loyalty players including Star Alliance, Virgin Atlantic, Rezidor SAS and InterContinental Hotels, and Evans will support the teams that are managing these accounts.

Evans has a Masters Degree in Marketing Strategy which included a thesis on customer attitudes to loyalty marketing.

He says: "When people ask what is the new 'loyalty' the answer is 'loyalty' – whether in travel or other sectors developing data driven customer strategies to achieve targeted behavioural changes is a huge challenge given the rate of change of customer needs and communications opportunities. Old models of points win prizes promotional mechanics are fast being replaced by interactive relationship propositions. It is currently probably the most dynamic area of marketing."



managing profitable relationships

world class | consulting • creative • client services

dallas
dubai
hong kong

kuala lumpur
london
mumbai

san francisco
shanghai
singapore

sydney
tokyo
zurich



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

For further information about this press release please contact:
Simon Parker, SPS, +(44) 1403 253335



managing profitable relationships

world class | consulting • creative • client services