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NECTAR MARKS FIVE YEARS OF SUCCESS WITH FRESH NEW LOOK

Nectar, the UK's leading loyalty card, is to experience a major re-brand from September, marking five years of success and the biggest development for the brand since launch in 2002.

The re-brand comprises; 1) a fresh new look and feel for the Nectar logo and card design; 2) new rewards offerings, focusing on 'treats and fun'.

The new brand identity will be supported by the biggest marketing campaign since launch. The £7m marketing campaign will roll out over a few months and will incorporate direct mail, experiential, POS, digital, PR, press, radio and outdoor advertising.

Nectar's new identity is intended to reflect a clear association with rewards, moving to a more emotional relationship with cardholders. This has been driven by extensive market research and consumer insights, which have revealed that Nectar Cardholders want to be rewarded with personal treats*.

Rewards will be repositioned as 'treats' and in addition to the core rewards currently available, Nectar will introduce exciting new 'Star Treats' and 'Star Treat Giveaways', that will run at various times throughout the year.

Star treats will add value to existing rewards by offering great deals, while the Star Treat Giveaways will happen throughout the year and will be of high value and aspirational.

The re-brand will be revealed to collectors via a Recard Pack mailing to Nectar Cardholders. There will also be significant in-store support from Nectar sponsors, while the Nectar website will be completely revamped in line with the new look.

Brian Sinclair, Nectar Managing Director, comments: "Nectar is a constantly evolving brand and the fifth anniversary is a great opportunity to demonstrate this through a new brand identity. Our focus for the next phase of the Nectar lifespan is to concentrate on what extra benefits customers want from the programme.

"Our on-going research has shown that cardholders want to be rewarded personally for their loyalty, especially when spending on shopping for essential and everyday items. By re-examining the way in which we reward, not only are we providing fantastic treats, but making the whole Nectar programme even more exciting."

Since its launch in 2002, Nectar has grown phenomenally and now boasts 15 sponsor partners and in the past five years, Nectar has given back over £850m in rewards, which is expected to reach £1 billion by the end of 2007.

*Source: Quantative research, Feb & June 07

ENDS

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Notes to Editors:

- In five years, Nectar has:
 - Grown from 4 Sponsors to 15
 - Added value to the programme with introduction of Nectar Credit Card from American Express and regular reward sales
 - Evolved redemption from predominantly voucher based rewards to instant swipe and online redemption focus
 - Moved to massive online presence, including addition of 100+ e-tailers offering Nectar points through launch of Nectar eStores
- It's easy to collect Nectar points when shopping for groceries, clothes and home furnishings, paying household bills, buying petrol and even eating out. Retailers and service companies involved in Nectar nationwide include Sainsbury's, Debenhams, BP, Ford, EDF Energy, Hertz, Thomson, Brewers Fayre, Beefeater, American Express, Talk Talk, Dollond & Aitchison, the AA, Thomson Directories and Gala Bingo
- With the introduction of Nectar eStores, cardholders can now earn points on 56% of household expenditure. eStores retailers include Amazon, eBay, Dell and CD WOW. To earn Nectar Points through Nectar eStores log onto www.nectar.com
- To find out more about Nectar or to apply for a card, log onto www.nectar.com