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**ICLP**   
the global loyalty agency

## **ICLP Zurich goes downtown in new office move**

**7 September 2010** – A key office in the ICLP global office network have embarked on a move downtown into central Zurich to locate themselves closer to clients and prospects in the central business district.

Judith Raymakers, General Manager of ICLP Zurich, commented, “We are delighted to be moving to new, contemporary and stylish offices which remain extremely accessible to our existing clients whilst enabling the team to network within the business district. In addition our new premises provide much needed extra workspace for our expanding team of loyalty marketing professionals.”

“The move marks a key part of ICLP’s strategy to develop closer relationships with our key clients and contacts in the airline, hotel, financial services, retail and luxury sectors. With a fast direct train link from the Airport to Hardbrücke station, our new location is still conveniently located for us to continue the excellent service we deliver to our clients who are based nearer the airport or beyond.”

This expansion will help support the needs of ICLP’s growing client base in the European region which includes TAP Portugal, Swiss International airlines, the Wyndham Hotel Group, Air Berlin, Wolford and Bulgari. The final preparations are currently being made for the move which takes place on 6th September. Colin Evans, Chairman of ICLP’s parent company the Collinson Group, will formally open the offices at an evening reception on the 23<sup>rd</sup> September, supported by other key members of the ICLP senior management team.

ICLP Zurich offers a full range of marketing services delivering consulting, account management, data analytics, creative services, IT and operational services to help clients drive greater loyalty, revenue and profitability from their customers.

Raymakers commented, “Our team are very much looking forward to the move and continuing to provide the highest levels of service to our clients and supporting them in delivering successful loyalty initiatives”.

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- **ENDS**



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## About ICLP:

ICLP is the world's leading specialist loyalty marketing agency with over 20 years of experience creating and managing profitable relationships and driving incremental revenue. By leveraging global experience across a wide variety of industries, ICLP has pioneered ways of differentiating brands and adding value to customers. This is achieved by understanding what characterises profitable behaviours and best customers, to design and deliver integrated marketing initiatives that actively influences their behaviour to deliver incremental revenue and maximise customer lifetime value.

Part of the Collinson Group, ICLP employs some of the world's leading loyalty marketing, data insight and creative experts. With offices in 15 key locations around the globe, ICLP offers a full range of loyalty services, from strategy and creativity to insight and global delivery.

ICLP currently has offices in Beijing, Dallas, Dubai, Hong Kong, Kuala Lumpur, London, Madrid, Mumbai, San Francisco, São Paulo, Shanghai, Singapore, St. Petersburg, Sydney, Tokyo, and Zurich. Its list of clients includes airlines and airline networks; automotive brands; financial services companies; hotels; technology companies; luxury brands and retailers.

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