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ICLP 
the global loyalty agency

ICLP boasts strong growth in Asia and new office in Beijing

12 August 2010 – Global loyalty marketing agency ICLP continues to expand its international reach with the opening of a new office in Beijing. This supports new client wins and continuing business opportunities in the Asia Pacific region.

This expansion will help support the needs of ICLP's growing client base in this region which includes Porsche, Wyndham and ABN Amro. It will also help capitalise on the growing demand for leading edge customer engagement and loyalty services in the Chinese market.

ICLP's Shanghai office has established a solid foundation in the Yangtze Delta, one of the most advanced economic areas in China. In the last five years the agency's revenue has grown by nearly 500% – fuelled by rising prosperity in this region.

ICLP's Beijing office will offer the full range of marketing services proposition delivering consulting, account management, data analytics, creative services, IT and operational services to help clients drive greater loyalty, revenue and profitability from their customers.

The Beijing office will be overseen by Kevin Yeow, General Manager of ICLP Shanghai. Account Director Alex Zhang, a loyalty marketing and CRM expert with more than 10 years experience in the industry, is responsible for managing day to day operations.

Mignon Buckingham, Managing Director of ICLP, commented, "The establishment of ICLP Beijing demonstrates our continued focus and investment in the Chinese market and determination to develop the loyalty marketing and CRM market in China in the coming years. We are now focusing on developing our business in northern China with a primary focus on the luxury, retail, technology, travel and financial services sectors.

"Our investment in China further highlights our strategy to expand into BRIC economies, where we see huge growth potential. We opened our first office in Sao Paulo, Brazil, in 2009 to capitalise on the business opportunities in this market and this will be a key area for us over the coming years."

In addition, ICLP has recently announced a new satellite office in St. Petersburg which will be used to support existing global client needs in this area, while forging relationships with new clients and local partner organisations.

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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, St. Petersburg, Mumbai, San Francisco, São Paulo, Shanghai, Singapore, 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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