



CiA and Nectar stay loyal

Client: **Loyalty Management Group - Nectar**
(Interim Account Director and Project Manager 2003 - 2006)

The Nectar loyalty programme and brand was launched in 2003, establishing itself as the fastest growing loyalty brand within a year and exceeding Tesco clubcard members within two years.

Role: **Consultancy:**

- Five month interim Account Director role managing the Debenhams / Nectar integration pre launch.
- Creation of 'Children in our Community' – a cause related marketing programme with National Children's Homes (NCH).

Action:

- Client responsibility for delivery of all aspects of integration with Debenhams - one of the four original cornerstone sponsors
- Work with the marketing team for initial integration of the NCH programme.
- Further project work:
 - Completion of intranet project
 - Brand guidelines championing
 - Brand image and library creation
 - Sponsor information marketing pack
 - Sponsor in-store communications
 - Regional direct marketing tests

Result: A successful launch and subsequent ramp up of joint sponsor initiatives to build value to Debenhams customers via relevant and timely offers and communication.

“Senior level marketing experience with creative thinking are the key skills we need to initiate and drive new projects forward. The opportunity to bring Peter into the business as and when needed is a real asset as this meets our financial as well as timing criteria.”

Richard Campbell - Marketing Director, Loyalty Management UK