



## NECTAR RALLIES THE NATION AS EMERGENCY BUDGET LOOMS

**21<sup>ST</sup> June 2010:** Leading loyalty programme Nectar plans to rally the nation with the launch of an integrated marketing campaign. The campaign goes live tomorrow evening, Tuesday, 22 June, strategically timed to coincide with the eve of the new Chancellor's Emergency Budget.

Amid the projected gloomy budget announcements, the national campaign aims to reassure consumers that good times can still be had by being savvy and using Nectar points to help family finances stretch that bit further with a Nectar card.

Nectar's campaign launches with print advertising that echoes the famous wartime poster 'Keep Calm and Carry On'. Created by G2 UK, the press ads feature the tagline 'Keep Calm and Carry One' against a backdrop of the Nectar purple and featuring the Nectar card in place of the Sovereign Crown. It is designed to tap into the climate of austerity that Britain felt at the time and is likely to now feel again in response to the Emergency Budget, but with a positive reminder that Nectar can help the family finances stretch a little further by providing rewards from points collected on household spend.

Following the first press ad in the Evening Standard it will appear within several national titles on the morning of 23 June (and repeated in the Evening Standard), alongside budget news and analysis.

The 'Keep Calm and Carry One' creative is being amplified by Clarion Communications using tactical experiential and PR activity, including the announcement that Nectar has given back £1.5 billion in rewards, ranging from money off grocery bills, to meals out, weekends away and flights. To bring this to life comparisons are made to the World Cup where £1.5 billion would be able to fly one in three Londoners to South Africa to watch the World Cup, buy enough vuvuzelas for the entire populations of England, the USA, Algeria and Slovenia (and with some left over) or closer to home, the opportunity to be in the Premier League with the purchase of Manchester United Football Club.

James Frost, Marketing Director, Nectar, comments: "Our 'Keep Calm' campaign has been launched to highlight how loyalty schemes like Nectar can give a little back to consumers in difficult times. We are here to advise the nation that if you're savvy about where money is spent – it can really make a difference."

The Nectar scheme now has nearly 17 million household accounts, who are able to earn points with 14 well known brands and over 450 online partners.

Tim Hipperson, CEO, G2 UK, adds: "Politicians and the public alike can be in no doubt that there is a period of great economic hardship ahead. We came up with a clever tactical campaign that plays on the idea of making your finances stretch further even during the current fiscal uncertainty, as a reminder that Nectar is the consumer's friend and can be a beacon in the gloom."

Media space was bought by Mediavest.

- ends -

**For further information contact:**

Natalie Murtagh or Lisa Pearson at Clarion Communications  
020 7343 3107/ 3120  
nmurtagh@clarioncomms.co.uk / lpearson@clarioncomms.co.uk

**Notes to Editors:**

***About Nectar***

Nectar, the United Kingdom's leading coalition loyalty programme, is owned by Groupe Aeroplan Inc., a global leader in loyalty management.

More than 50 per cent of UK households collect Nectar points when shopping for groceries, doing DIY, booking a holiday, paying household bills, buying petrol and even eating out. Collectors also earn Nectar points every time they shop online via nectar.com at over 450 leading online retailers.

Since Nectar's launch in 2002, £1.5 billion of rewards have been redeemed by its collectors. Rewards include money off shopping, travel and general merchandise.

For more information about Nectar, please visit: [www.nectar.com](http://www.nectar.com)