

Acquisition • Frequency • Retention • Loyalty

Sovereign Bank

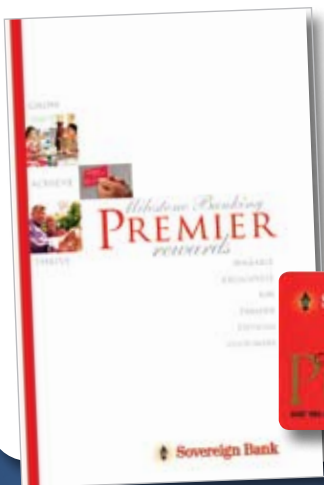
Company: Sovereign Bank is the 18th largest banking institution in the United States, with 800 branches located throughout nine New England and mid-Atlantic states.

Marketing Objective: Sovereign sought to build loyalty and increase retention for its Premier Rewards Program, which targeted new and existing checking account customers in an effort to reward them for maintaining higher than average deposits and for their relationship with the bank.

CMS Solution: Entertainment created a multi-level customized program featuring New England and mid-Atlantic merchants selected from Entertainment's database to target Sovereign Bank's core business territories.

The Sovereign Bank savings book provided tangible benefits to Premier Rewards customers by providing discounts in two branded formats: a customized savings directory and the Sovereign Bank Premier Rewards membership card. Both vehicles allowed Premier Rewards customers to access local and national best-in-class Entertainment® discounts and offers.

Also provided were thousands of additional discounts for dining, shopping, sports and leisure activities, movies and travel delivered online through a customized Web site allowing coupons to be printed through their home computer.



BP

Company: BP is one of the world's largest energy companies, providing its customers with fuel for transportation, energy for heat and light, retail services, and petrochemicals products for everyday items. BP operates globally, with business activities and customers in more than 100 countries across six continents. They have 12,300 gasoline service stations located throughout the United States and 12,300 throughout the rest of the world.

Marketing Objective: In the late '80s, Amoco Oil Company (now BP) launched a proprietary, fee-based charge card to create brand loyalty and incremental revenue. In an effort to provide their members with the means to recover their membership fee while increasing consumer acquisition and usage for its MultiCard member program, BP partnered with Entertainment.

CMS Solution: To strengthen the value proposition, Entertainment developed a savings program containing nationwide travel and dining discounts as a core benefit of the MultiCard. Initially delivered only in print, 20 years later cardholders are now offered a multimedia program where discounts are accessible via printed coupon book, a customized Web site where cardholders can search and browse for local and nationwide discounts, as well as outbound quarterly emails containing seasonal discounts.



CORPORATE MARKETING SOLUTIONS

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