



Pigsback.com partners Whitbread's Leisure Vouchers to increase its brand offering

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Pigsback's latest rewards' section set to drive footfall to High-Street brands

PR9.NET October 12, 2005 - Today, Pigsback.com unveils its partnership with Whitbread's Leisure Vouchers to substantially reward members and develop even stronger consumer loyalty. The deal allows members to cash in PiggyPoints for vouchers and redeem them with highly attractive and accessible brands such as Pizza Hut, Beefeater, Café Rouge, Marriott Hotels and TGI Friday's.

The deal further strengthens Pigsback's proposition by offering members an increased range of rewards at a low-entry level as well as the more usual high-value, whilst benefiting partner brands by increasing footfall to their businesses.

Jo Malvern, Marketing Director of Pigsback, says: "Leisure Vouchers offer our members more choice and incentives and you can start redeeming PiggyPoints at a relatively low level (one PiggyPoint is worth 1p, and rewards start at just 395 PiggyPoints).

"Encouraging member loyalty and repeat visits is at the heart of Empathy Marketing. Turning loyalty points into tangible, attractive, rewards motivates consumers to return to the site, participate in offers and competitions and most importantly, interact and purchase from our partner brands. Ultimately this increases the return on investment for the branded campaign across the Pigsback site."

Carefully timed and relevant 'sizzler' emails, alongside brand-specific pages for the businesses that are involved, will drive Pigsback members to the new voucher section.

Whitbread Leisure Vouchers' Key Account Manager, Darren Ziff, says: "In this age of increasing media fragmentation we are constantly looking for new ways of driving footfall to our main target outlets. By tapping into Pigsback's valuable online community we are able to direct a high volume of loyal and targeted consumers to our brands to generate increasing revenues."

Once Pigsback members have redeemed a gift voucher they may also be entitled to a Leisure Voucher's added-value promotional booklet, which provides other brand offers, such as buy one meal get another free.

About Pigsback

Pigsback.com is a reward-based consumer site, which has become the sixth biggest in Ireland, and has won both digital and marketing awards. The company creates successful consumers and brands partnerships: where consumers are rewarded and brands are able to reach carefully targeted audiences.

The core values of the company are based on Empathy Marketing® principles, which are: permission-based; relevance; edge; mix of hard and soft messaging; frequency of communications; messages, not adverts; and development, not technology.

This concept redefines the relationship between the brand and the consumer through trust, reward, feedback and fun - mainly in the lifestyle and entertainment arenas.

The Pigsback website specialises in providing a unique marketing service in which brand messages are welcome to the target consumers, which is primarily females, aged 25-35 and in the B/C1 demographic. Its skilled team balances marketing and communications with a strong understanding of technologies and business processes. Furthermore, the company is committed to providing a quality service that is mutually beneficial to brands and consumers alike.

Current brand partners include Ebay, Blockbuster, UGC Cinemas, CD WOW!, Figleaves, Virgin Wines and toptable.co.uk.

www.pigsback.com

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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