

An Introduction to Ice™

Ice is a new consumer reward programme, developed by The Ice Organisation Ltd (Ice™). The programme identifies companies offering environmentally 'best in class' everyday products and services. Ice customers are rewarded generously with Ice credits when they purchase these products and services.

Ice's mission is: **"Mitigate climate change via mass consumer purchase power"**

Ice intends to mitigate climate change via promoting sustainability to consumers and take the successful customer rewards marketplace to another level by encouraging consumers to join the drive for sustainable living.

A proposition designed to prosper in the economic downturn

There are attractive, environmentally friendly or energy-saving alternatives to most common products in the shops today. Ice rewards customers with Ice credits when they choose alternatives that support a lower carbon lifestyle.

As well as larger brands, some of whose products we offer, Ice is working with a wide range of smaller companies with unique, environmentally friendly products. In this difficult trading environment, Ice provides a targeted marketing channel to reach new customers and a motivating, low-cost customer incentive to help Ice partners compete.

Local, seasonal food is a cornerstone of Ice and our research found that the opportunity to be rewarded for sourcing food locally was important to consumers. Ice customers will be able to collect and spend their Ice credits on fresh, locally produced food, with minimal food miles and packaging.

A win-win for all participants

Ice intends to stimulate sustainable spending by delivering valuable benefits for both consumers and partners:

Consumers receive unique rewards with no catches. Anyone can register for Ice and collect and spend Ice credits on an extensive range of products and services. You can spend Ice credits just like cash. Ice doesn't ask you to save a minimum number of Ice credits before you can use them; simply mix them with cash or card payments. No other rewards programme allows you to collect and spend directly from so many companies in this way online, over the telephone and in store.

Ice partners benefit from a low-risk, low-cost marketing channel. The affiliate marketing approach is an established, low-risk marketing model, which is continuing to grow year on year. Ice partners pay nothing unless they achieve a successful sale. Even then, they only pay a level of individually agreed commission. Ice partners get the additional benefit that customers can also spend their Ice for discounts on products, and Ice pays in full for all such redemptions. Ice manages all the administration of the rewards programme, so Ice partners get a low-cost, versatile rewards programme and targeted marketing channel to bring them new, loyal customers.

A sizeable marketplace and clear consumer appetite

Ice is not a niche proposition. Analysis undertaken by the British Marketing Research Bureau's (BMRB) TGI omnibus survey identified a core UK target market of 12.7 million adults, of significantly higher than average affluence and education. The figure has reduced slightly to 11.1 million following the credit crunch. Ipsos MORI, the leading UK market research bureau, tested the reactions of potential customers to the Ice proposition in national focus groups and declared Ice "a resounding success" with the core target market: 92% of those asked indicated that they would use the programme, with a further 8% "maybes".

Structured for environmental and management credibility

The governance and mission of Ice is enhanced by an advisory panel of world-renowned climate experts and the creation of the Climate Foundation, now merged with The Global Cool Foundation, working with celebrities to mobilise mass consumer action on climate change.

Management Team comprises:

- o **Tessa Tennant**, Chair. Co-Founder, Carbon Disclosure Project
- o **Jude Thorne**, CEO. Previously CEO British Airways' Airmiles Programme
- o **Steve Toomey**, FD. Previously FD, British Airways' AirMiles Programme
- o **Gareth Hughes**, Non-Executive Director. Co-Founder Climate Change Capital
- o **Jayne Lee**, IT Director. Previously Yahoo! Search Marketing VP Europe
- o **Sharon Hardcastle**, Customer & Client Services Director. Previously Senior Manager of Customer Marketing and Propositions, First Direct

Contact Details:

Sam Wallace
Business Development manager
sam.wallace@iceorg.com
07500 113336