

Swapits Rewards targets teens & kids in Nectar like launch

Submitted by: SwapitShop

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Swapits Rewards, the loyalty programme for teens kids is launching a 'Nectar style' brand coalition that will allow marketers to target the hard-to-access kids and teens market.

The coalition is due to launch later this year and will be used to drive Swapits membership from 250,000 to over 1.5 million within the next 18 months.

Swapits are currently in discussions with a number of brand leaders in different markets, including music, food and games, as exclusive category partners. They aim to have 15 partners signed up to the multi-party Swapits loyalty programme by the end of the year. The business is also planning a seven figure campaign supporting the Swapits Rewards expansion.

Jonathan Attwood, Swapits Chief Executive said that "Swapits offer kids and teens all the benefits of a national loyalty programme, giving them the opportunity to earn their own 'money' that they can spend on the things they want, but also encouraging them to save and to learn to be responsible with their 'cash'."

Currently, kids and teens can earn Swapits and spend them on new goods plus auctioned items at SwapitShop, the 'eBay style' auction marketplace for teens and kids. Swapits have previously partnered with a wide range of companies such as Vivendi Universal, Eidos and Disney.

Games company Eidos used Swapits to launch its Whiplash game in February. A street team of 450 kids aged 7 to 14 acted as brand ambassadors earning Swapits for writing game reviews, showing their friends how the game works, etc.

An exciting addition to the Swapits programme is the launch of the Swapits mobile phone wallet. This revolutionary peer-to-peer application will allow the transfer of Swapits directly between youths, providing kids with the ability to buy and sell goods directly between each other. The wallet will also enable kids to redeem and credit Swapits in-store via their phones. A Swapits Reward card will be launched at the same time co-branded with SwapitShop partners.

Youths are traditionally difficult to engage in a safe and fun way that meets the requirements of youths, parents and brands. Swapits meet these requirements and offer brands a solution that can be applied to a vast range of applications and platforms, and easily rolled out across Europe and around the world.

Swapits are highly popular and equally appealing to boys and girls of all ages and interests - they simply use them to get different items! It's a fast, fun and furious way for kids to get the things they want without the need for cash.

Background

SwapitShop has 250,000 registered users. Membership is 58% boys and 42% girls with a core age range of 6 – 18 years.

The business is run by ex management consultant Jonathan Attwood and marketer Emily Elton.

Nicholas Negroponte, founder and a director of the MIT media lab, a founder of Wired magazine and author of the best seller, 'Being Digital' is a member of the SwapitShop board and a key investor.

Graphics photos and more information available on request

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