

Confused.com launches new points promotion with Nectar

Submitted by: pr-sending-enterprises

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Confused.com has announced it will unveil a new promotion with Nectar, the UK's largest loyalty programme. Customers will receive 1,000 Nectar points for every car insurance policy they buy through Confused.com. The promotion is running from 12 December 2011 until 31 March 2012.

Confused.com's Nectar Points promotion (<http://www.confused.com/nectar>) will be supported by a 30 second TV advert and radio advert running from 23 December. The adverts will feature animated logo Cara singing 'YMCA', with some unique wording added to highlight the Nectar promotion.

Will Shuckburgh, Nectar Client Development Director, commented: "We're thrilled to be building on an already successful partnership with Confused.com. This is another fantastic way for our card holders to collect more Nectar points whilst getting a great deal on car insurance. It's great to be working with a leader such as Confused.com, as we know this is something our savvy Collectors will take advantage of and continue to get excited about."

Mike Hoban, Marketing Director at Confused.com, said: "Confused.com was the first site to offer price comparison for car insurance, so saving people time and money is at the very heart of our business. The promotion with Nectar offers our customers an added reward when they choose to buy cheaper car insurance (<http://www.confused.com/>) with Confused.com."

The Confused.com advert will be aired from 23 December. Find the latest Confused.com games, videos and more from the Cara Confused (<http://www.confused.com/cara>) page.

About Nectar:

Nectar, the United Kingdom's leading coalition loyalty programme, is owned by Aimia, a global leader in loyalty management. Over 18.5 million collectors earn Nectar points when shopping for groceries, doing DIY, booking a holiday, paying household bills, buying petrol and even getting their car serviced. Collectors also earn Nectar points when they shop exclusively online via Nectar eShops at over 500 leading retailers online. Since Nectar's launch in 2002, over £1.5 billion of rewards have been redeemed by its collectors. Rewards include money off shopping, travel and general merchandise.

About Confused.com:

Confused.com is one of the UK's biggest and most popular price comparison services. Launched in 2002, it generates over one million quotes per month. It has expanded its range of comparison products over the last couple of years to include vehicle insurance, breakdown cover and energy, and financial services products.

Confused.com is not a supplier, insurance company or broker. It provides a free, objective and unbiased comparison service. By using cutting-edge technology, it has developed a series of intelligent web-based solutions that evaluate a number of risk factors to help customers with their decision-making, subsequently finding them great deals on a wide-range of insurance products, financial services, utilities and more.

Confused.com is owned by the Admiral Group plc. Admiral listed on the London Stock Exchange in September 2004. Confused.com is regulated by the FSA.

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