

Barclaycard makes everyday spending more rewarding with two new reward cards

Submitted by: pr-sending-enterprises

Friday, 28 September 2012

Barclaycard has announced the launch of its Barclaycard Cashback and Barclaycard Freedom Rewards cards, both designed to make it easier for customers to get value and rewards on their everyday spend, without changing the way they shop.

The Cashback card (<http://www.barclaycard.co.uk/personal/new-reward-cards/cashback>) is built on simplicity, giving customers four times more cashback on their five biggest monthly purchases, with no tiers or thresholds. Customers earn 2% on their five biggest monthly purchases and 0.5% on everything else. All customers need to do is make fifteen purchases a month, of any amount to qualify for the 2% cashback rate.

When customers take the card out they receive a welcome bonus, giving them the opportunity to earn 6% cashback on their five biggest purchases each month for the first three months. Every year, in the month after the anniversary of taking out the card, customers also get an enhanced 4% rate on their top five spend, irrespective of how much they've spent on the card the year before.

If the average family puts all their spend on the Cashback card; in the first three months alone, they could earn a maximum of £120 cashback, easily covering the annual card fee of £24.

Launching at the same time is the Barclaycard Freedom Rewards card (<http://www.barclaycard.co.uk/freedomrewards/index.html>). It lets customers collect points on everything they buy on the card. They can redeem points at around 70 reward partners including retail giants, online favourites, restaurants and fun family days out.

The Freedom Rewards card has a broader range of high street reward partners than any other reward card in the market. Partners include Marks and Spencer, Topshop, Currys PC World, iTunes, Amazon, Starbucks, Strada and Leisure Voucher partners Legoland to LA Fitness.

The Freedom Rewards card gives double points on spend at any UK supermarket and petrol station and triple points at selected Freedom partners.

Nick Clements, Managing Director for UK Consumer Cards, Barclaycard, said: "We took time to speak to our customers to understand how they want to be rewarded when they spend. Choice and value came out as the key to meet people's needs.

"For the average UK family budget, one in three pounds is spent on the weekly shop and filling the car up. As a result, the Freedom Rewards card offers double points on any supermarket or petrol spend. Our customers want the flexibility to look for the best value without being tied to shopping at just one brand, and the Freedom Rewards card offers that flexibility.

"On our Cashback card, we designed it to boost the earning rate of cashback on the top five monthly purchases, because our customers' top five purchases accounted for around 50% of their overall monthly

spend. We want to give customers the flexibility to be rewarded at the higher rate, regardless of what they'd bought."

- ENDS -

Notes to editors:

To contact the Barclaycard Press Office please call 01604 251229

About Barclaycard

Barclaycard, part of Barclays Retail and Business Banking, is a leading global payment business which helps consumers, retailers and businesses to make and accept payments flexibly, and to access short-term credit when needed.

The company is one of the pioneers of new forms of payments and is at the forefront of developing viable contactless and mobile payment schemes for today and cutting edge forms of payment for the future. It also issues credit and charge cards to corporate customers and the UK Government.

Barclaycard partners with a wide range of organisations across the globe to offer its customers or members payment options and credit.

Key facts published in July 2012;

- total number of Barclaycard customers: 23m
- number of retailer/merchant relationships: 89,000

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