



Emerging Trends in Affinity

Integrated Marketing with Diverse Products

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MBNA Canada



Oceans of Opportunity
Charlottetown PEI

Océan de possibilités
Charlottetown IPE

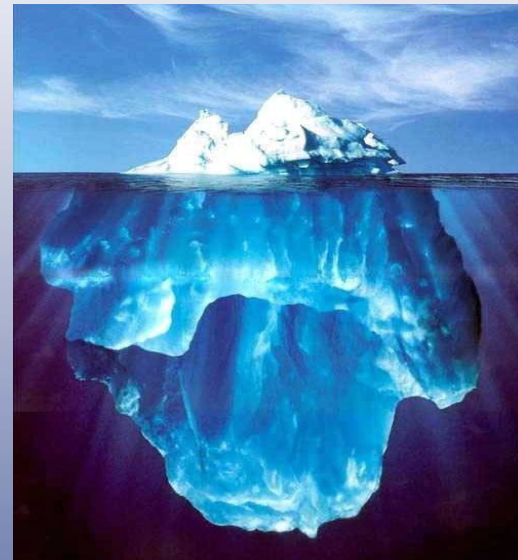
CCAIE Conference June 2-5, 2007 Congrès national du CCAE Le 2 au 5 juin 2007

Growing Programs

- Diversification of products
- Rotating offerings
- Customized Products via Customized Marketing channels

Finding the good fit between:

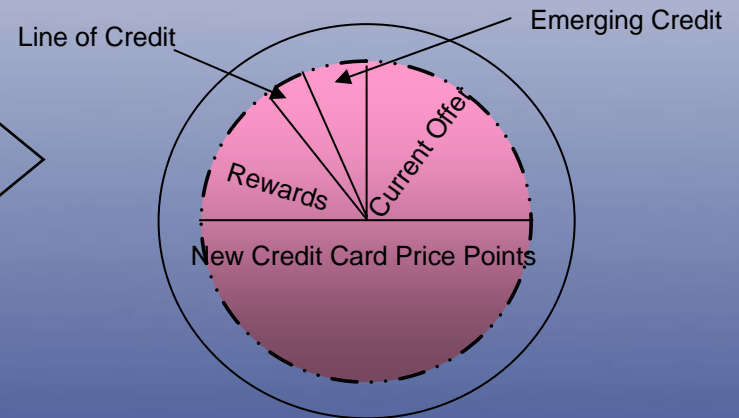
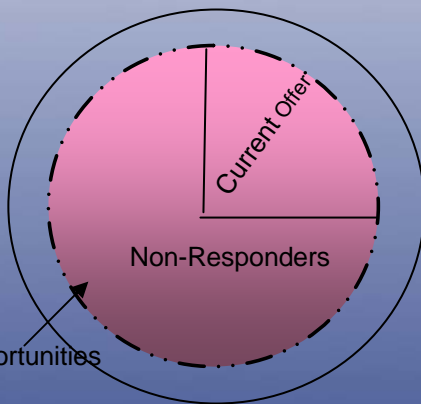
- The Right Customer Touch Point +
- The Right Product





Diversification

- Affinity Partnerships will require more products in order to improve the program. For MBNA that means, we will find new ways of meeting the lending needs of the school's members, who historically have been marketed the same offer.
- Increase each programs penetration rate:





Efforts which highlight Integrated Marketing

- Convocation “The right offer at the right time”
- GIP Marketing “Where the school drive the marketing bus”
- Student Handbooks “The right offer at the right time”
- Faculty “Pride factor”
- Triple Crown strategy
- Donation Calling
- Refer a friend Marketing
- Student Emails



Achieving Affinity Partnership objectives will require alignment in the execution of five key strategic imperatives:

1. Driving new diverse products
2. Maximizing existing relationship partnerships
3. Optimizing our expense and risk investments
4. Delighting our Customers
5. Executing strategies in a disciplined manner



MBNA's strategy has always been

“Getting the right Customers and Keeping them”.

Now with the market dictating that partnerships rely less on traditional marketing and more on key Customer touch points, we need to acquire Customers through integrated marketing channels.



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