Comparethemarket.com Launches New Cinema Rewards Scheme for Customers

Friday 20 March, 2015

Related Sectors:

Home & Garden ::

Scan Me:

Friday 20 April 2015: **compare**the**market**.com has today unveiled 'Meerkat Movies', a major new reward scheme offering customers 2 for 1 cinema tickets every Tuesday or Wednesday when they switch an insurance, energy, utilities or money products* through the price comparison website.

With cinema tickets costing on average £6.72[1], if a customer were to take full advantage of the 2-for-1 offer every week for a year, they could save over £349.44, effectively watching 52 free movies.

The brand's five million existing customers have been given exclusive early access to the Meerkat Movies membership from this weekend for the remaining duration of their policy***.

Consumers can become a member of the Meerkat Movies reward scheme on buying a policy or financial product – which could be as little as switching a credit card or purchasing a single trip travel insurance policy, which on average costs just £25.44. The 2 for 1 'Meerkat Movies' scheme can then be used for a whole year**. These significant cinema savings are in addition to savings made simply by switching to more competitive financial products.

****Where the savings figure is a minus, this indicates the recued outstanding balance after the annual cinema ticket savings.*

Mark Vile, Marketing Director at **compare**the**market**.com said: "At**compare**the**market**.com, we are committed to helping our customers save money and Meerkat Movies 2 for 1 cinema tickets on a Tuesday or Wednesday for a whole year is an exciting extension of this. We've always seen the importance of rewarding the people that use our site and so we hope families and friends across the UK will take advantage of Meerkat Movies and enjoy the cinema experience for less, simply by being a **compare**the**market**.com customer."

comparethe**market**.com's new reward rogramme, Meerkat Movies, launches on Friday 3 April, with redemptions available nationwide from Tuesday 7 April.

Mark continued: "Our meerkat toys have been incredibly successful and we wanted to evolve our rewards programme to help customers save even more. The price comparison model means that consumers have very little loyalty to one brand but by encouraging our users to become Meerkat Movie members, means we have more opportunities to regularly engage with them, rewarding them simply for switching their financial products with us."

- Ends -

For further information, please contact:

Olivia Evans oevans@smithfieldgroup.com / 020 7903 0670

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk