



**Money  
Saving  
Card**

**Could your customers benefit from  
thousands of discounts nationwide?**

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*The Money Saving Card is a brandable local discount card which provides access to the largest network of high street discounts in the UK including major high street brands and local retailers. The card provides savings at over 4600 locations nationwide and there are over 500,000 card holders.*

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## 1. Money Saving Card Options

Depending on your budget and how you would like to use the card, you can choose from one of the three options below.

### 1.1. Sell Standard Money Saving Cards

Cards are easy to sell because everyone wants to save money. Selling standard cards is the cheapest option and it is a low risk. Standard cards direct card holders to the Money Saving Card website in order to view offers.

- Suitable for partners who are looking to test demand or who expect to sell a smaller number of cards per month

### 1.2 Sell Branded Money Saving Cards

Your company can have its own discount card, entirely designed to your specifications, with the Money Saving Card logo included on the card so that the retailers recognise it's authenticity. Because the cards are printed specifically for you, they can direct the card holder to your website where you can display our Suitable for partners who wish to increase brand awareness and customer retention

### 1.3. License the Money Saving Card Logo

A licensing option allows you to print your own Money Saving Cards. The discounts can be integrated into your own website

- Suitable for resellers
- Suitable for companies who are looking to print a large number of cards (generally 20,000 impressions or above)
- Suitable for companies who wish to add the Money Saving Card discounts to a pre-existing card

### *The Daily Mirror Card Branded Option*

*The Daily Mirror have produced a Money Saving Card for use on their white label cashback website.*

*This is a branded card for which Loyalty Card takes the orders, retains the stock and posts the cards.*



*Could a branded card  
increase your customer  
retention?*



## 2. The Money Saving Card Offers

### 2.1 How does the card work?

The card works very simply. All the merchants on the scheme have agreed to honour the discount shown on our discounts list whenever they are presented with a card containing the Money Saving Card Logo. Therefore, card holders present the card when they are making a purchase.

### 2.2 Where can the card be used?

The card can be used at over 4,600 locations spread throughout the UK. This includes local retailers as well as national chains.

#### Categories

The types of places where the card can be used include:-

- Hair, Beauty & Health
- Cars and Auto Services
- Cafes
- Restaurants
- Take Aways
- Entertainment Venues
- Hotels, B&Bs and Travel
- Services and Tradesmen
- Shops
- Taxis & Transport
- Pubs
- Nightclubs and Bars

### *Easy Jet Card*

#### *Resold Under License*

*The Money Saving Card is used as a money saving perk which employers give to their staff. We have therefore partnered with the employee benefit scheme providers, YouAtWork and PeopleValue.*

*These companies then sell the card to their customers, under license.*



### *Could you resell the card?*



## 2.3 Discounts in Nottingham (An Example Town)

The card provides discounts in towns and cities throughout the whole UK. To illustrate, taking Nottingham as an example, the card can be used at:-



Restaurant & Bar  
15% Discount



Restaurant  
10% Discount



Pub &  
Restaurant  
10% Discount



Restaurant & Bar  
2 for 1



Irish Nightclub  
75% Off Entry



Indian  
Restaurant  
10% Discount



Taxi Company  
10% Discount



French  
Restaurant  
10% Discount



Italian  
Restaurant  
20% Discount

### Plus

- Ultralase - 10% Discount
- Nationwide Paintball - 25% Discount for the card holder
- LA Fitness - 15% Discount
- Tomato Pies Pizza Parlour - 10% Discount
- Abacus Cars - 10% Discount
- AMF Bowling - 20% Discount on Bowling Tariff

**And....** 81 Other Places in Nottingham.

## Lycamobile Card

### Licensed Option

Lycamobile are a telecommunication company which provide ethnic communities in the UK with cheap calls abroad including reduced price calling to India and Pakistan.

The Lycamobile Savers Card is made freely available to all customers who top up their phones. Lycamobile printed their own cards under license from Loyalty Card and they post the cards to their customers themselves.



**Could your company use the card as an incentive?**



### 3. Integration into your Website


#### 3.1 An iFrame






Depending on your particular situation, you can integrate the discounts into your website via an iFrame. This is a quick, simple and effective option. Add one simple line of code to your website and our searchable discounts table will appear.

#### 3.2 An xml Feed

Alternatively, you may wish to build your own discounts display so that you can create your own discounts page and get exactly the look and feel you are looking for. In this case we can provide an xml feed of the discounts.

What?  All Categories  Where?



	<b>Bar Risa, Leeds</b> Eat, drink, laugh and dance all night long	25% Discount <a href="#">View Terms &amp; Conditions</a>	0113 247 1759 The Cube (units 1, 2 & 4) Albion Street Leeds LS2 8ER
	<b>Quid Pro Quo, Leeds</b> A premium Greek Street bar and eatery with snappy service and energetic atmosphere	25% Discount <a href="#">View Terms &amp; Conditions</a>	0113 244 8888 Yorkshire House 10 Greek Street Leeds LS1 5BH
	<b>Highlight (formerly Jongleurs), Leeds</b> "Famous for Comedy" shows, a brand new entertainment venue also hosting live music and other great live entertainment	2 for 1 Tickets contact 08448440044 quoting MSC241 valid until 22 Nov 2011 <a href="#">View Terms &amp; Conditions</a>	0113 247 1759 The Cube (units 1, 2 & 4) Albion Street Leeds LS2 8ER
	<b>The Olive Tree Greek Restaurant, Leeds</b> <a href="http://www.olivetreegreekrestaurant.co.uk">www.olivetreegreekrestaurant.co.uk</a> Fine Greek Cuisine	20% Discount on total bill (max discount £30 per booking)	0113 2745282 74-76 Colley Road, Headingley Leeds LS6 4BA
	<b>The Olive Tree Greek Restaurant, Leeds</b> <a href="http://www.olivetreegreekrestaurant.co.uk">www.olivetreegreekrestaurant.co.uk</a> Fine Greek Cuisine	20% Discount on total bill (max discount £30 per booking)	0113 2698488 183-190 Harrogate Rd, Chapel Allerton Leeds

### Larkfleet Homes

#### Branded Card Option

Each Larkfleet homebuyer is given a credit card-sized Homeowners Club card.

The card is used as part of a home buyers club to encourage lead generation by their members.

A discount card in the homeowners wallet is a constant reminder that when members of the Homeowners Club introduce another homebuyer to Larkfleet Homes, Larkfleet Homes will award them a sum of one thousand pounds.



Could your company use a discount card for lead generation?



## 4. Tracking

These cards don't need any special chips or technology. Merchants do not have to install equipment in order to accept the cards and because the cards are simple, the number of times each card has been used cannot be tracked. The advantage of producing the cards in this way is that it reduces the cost of implementing the scheme and creating the cards. Cards can therefore be provided to you at a lower unit cost.

## 5. Integration into your Website

Whenever card holders have a problem with their Money Saving Cards, we are there to help. Although all merchants have agreed to offer a discount when they are presented with a Money Saving Card, occasionally a card holder may experience a problem. When this does happen we immediately contact the merchant and look in to the issue. Often the merchant has made an error. However, if this is not the case, the merchant will immediately be removed from the scheme. We aim to respond to all enquiries within 24 hours.

## 6. Fulfillment Service (Optional)

In addition to the above core service, we can also hold your stock of cards and post them to your customers for you. All you will need to do is provide us with a spreadsheet of names and addresses of customers who have ordered a card and we can do the rest. We can also include a letter, leaflet or other marketing material as required.

### ***NHS Prepaid Debit Card***

#### ***License Option Adding the Logo to an Existing Card***

*NHSCashback.co.uk provide cashback and discount services to the NHS Community. The website issues a card known as the Black Card to which the Money Saving Card logo has been added.*

*By adding the logo, card holders are encouraged to show the card in shops, bars and restaurants in order to receive a discount. Because they already have the card out of their wallet they are more likely to use the card for payment.*



***Could you add value to an existing card by adding the Money Saving Card logo?***



## 7. Who uses Money Saving Cards?

The Money Saving Card is being used or is suitable for:-

- Media Companies
- Employee Benefits Companies
- Finance Companies
- Mobile Phone Companies
- Discount Websites
- Entrepreneurs looking for a low cost start up business
- Local retailers to resell the card
- Credit and Debit Card Companies
- Trade Unions, Charities and Trusts

## 8. Why have a Money Saving Card?

The card can be used to provide your company with the following benefits:-

- Generate brand awareness
- Put a permanent advert in your customers' wallet
- Use as a fund raiser
- Use as an incentive to customers
- Generate leads
- Give to staff or members as a money saving gift
- Improve your website's return visitor rates
- A saleable product creating a new revenue stream

### **Further Money Saving Card Examples**

*Other examples of the Money Saving Card in use include cashback websites such as*

- [Froggybank.co.uk](http://Froggybank.co.uk)
- [FreeDiscountCard.co.uk](http://FreeDiscountCard.co.uk)
- [eDealsUK.co.uk](http://eDealsUK.co.uk)
- [NHSCashback.co.uk](http://NHSCashback.co.uk)

*The card has been used by Finance Companies to generate valuable leads in the local area.*

*The card is being sold via a third party using telephone marketing.*

*The card has been given away free by housing associations.*



**How will you use the Money Saving Card?**



## 9. Pricing and Next Steps

### 9.1 Money Saving Card Pricing

The set-up price for your Money Saving Card will vary according to how many cards you wish to order and the service you require. The greater the commitment, the lower the unit cost and you have a choice between paying a regular monthly fee or purchasing cards as you go along.

### 9.2 The Next Step

Having read this information and the examples of how other companies are using the Money Saving Card, you will now probably have a good idea about how you would like to use it.

To discuss this further and to obtain a quote for your particular situation, contact:-

Dr. Matthew Wilson  
Direct Line: 01157 141689  
[matthew@moneysavingcard.co.uk](mailto:matthew@moneysavingcard.co.uk)

Include in your email:-

- A brief description of how you would like to use the cards
- The number of cards you would like a quote for
- Any special requirement you may have

**We look forward to hearing from you!**

