



Precision Marketing: May 2008

Abbey uses interactive tool to promote new credit card [email article to a friend](#)

Source: Online
ByLine: Jenny Hoffbrand
Publication date: 12 May 2008

Abbey is using an innovative new communications tool to inform customers of the benefits of its new Zero credit card.

The financial services company has enlisted the help of Kyp Systems to create a customised 'iKyp' which uses interactive wheels and inserts to tell customers the features of the credit card.

The Abbey iKyp will be distributed in-store and via direct mail, and contains useful reference information on how to use their Zero card.

Abbey Credit Cards managing director Roger Lovering says: "We were confident that the iKyp format was the ideal medium for the Zero activation message and worked with Kyp Systems to develop a bespoke version for the campaign."

Kyp Systems chief executive Nicholas Miller adds: "It is clear that consumers are increasingly indifferent to many of the traditional methods used in financial services marketing. The iKyp is the ideal solution for businesses like Abbey who are looking for a new and dynamic way to communicate the benefits of their product."

The iKyp tool has already been used in campaigns by brands such as O2, Shell, Pfizer, Transport for London, and Sony Playstation.