

ISIC – Access to the Student Market



The International Student Identity Card (ISIC), with a distribution network of 5,000 locations in more than 100 countries, is in a unique position to facilitate direct access to the lucrative student niche market—resulting in increased revenue and new, long-term customers for retail service providers.

With approximately 92 million students enrolled in tertiary education worldwide, attention to this market sector is an important, profitable, and effective business strategy in today's competitive business environment. A partnership with ISIC can expose your organisation to 4 million potential clients annually—a figure that has grown at an average of 14% per year over the past 5 years.

As the only internationally recognised proof of student identification, the ISIC enables businesses to monitor and protect access to specially negotiated student prices. ISIC holders use their card at home and while travelling to access cardholder benefits and to save money—from discounted rates on transport and accommodation, to savings at shops and restaurants, to free or reduced entrance fees at cultural and historical sites.

Thousands of retail service providers around the world recognise the value of working with the highly visible and widely trusted ISIC brand to service the student market, including:

- Hard Rock Café
- Burger King
- Warner Village Cinemas
- Ramada Hotels
- International Herald Tribune
- CNN Studio Tour
- McDonald's
- Pizza Hut
- Best Western
- Bennetton
- Planet Hollywood
- The Body Shop
- Travelodge
- Alamo Car Rental
- Avis Rent-a-Car
- Universal Studios
- Sunglasses Hut
- Hertz
- Timberland
- K.F.C.
- Lonely Planet

More than 100 of the world's top airlines also offer significant savings and benefits to ISIC holders - up to 50% off on fares for domestic and international travel.

Your company can benefit from new customers and increased revenues from the thriving and lucrative student niche market. Contact your local ISIC distributor today for more details!



Advantages of working with ISIC



No fees

There are no 'joining fees' to offer an ISIC discount or service. Simply agree to honour the ISIC at your retail establishment and students with a valid card can take advantage of your offer.

Increase in sales

By offering an ISIC discount or service, your company benefits from increased marketing and promotional activities via student web sites, publications and advertisements. These opportunities provide a competitive edge over similar service or product suppliers, resulting in the potential for increased revenue from sales to ISIC holders worldwide.

FREE promotion and advertising

ISIC discounts and services are advertised locally and internationally, including on the ISIC web site www.isic.org and on national web sites developed by ISIC distributors. Many distributors also promote ISIC benefits via targeted e-mails, electronic newsletters and direct mail campaigns. Printed promotional material includes the international ISIC Benefit Guide, locally produced ISIC benefit handbooks and a wide range of posters, flyers and specifically targeted collateral.



Association with an established brand

In today's competitive market, it is important to 'cut through the clutter' and offer students products and services that are associated with a known and trusted brand.

By partnering with the 30-year old ISIC brand, your organisation gains respect, credibility and unparalleled access to student customers.

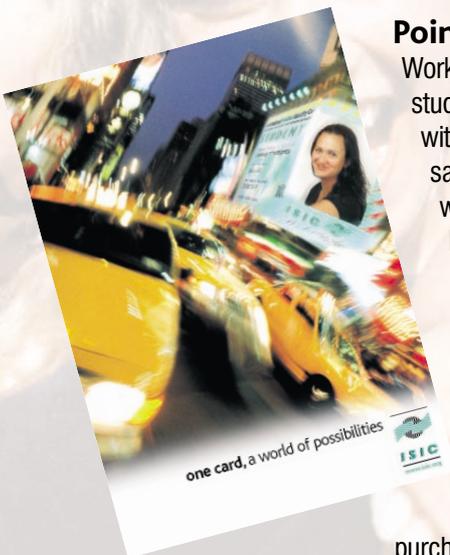
Brand loyalty

Brand preferences, customer loyalty and purchasing patterns are established early in life. By offering an incentive to use your service or buy your product, the possibility to win life-long customers increases significantly. Research conducted by Centrum International, a division of A.C. Nielsen, indicates that 70% of ISIC holders are satisfied with their card, the benefits it provides and would buy another one—guaranteeing your organisation repeat customers.



Point-of-sale support

Working with ISIC does not simply mean giving discounts to students, it means developing a mutually beneficial relationship with your local ISIC distributor. To assist in reaching your sales goals and objectives, ISIC distributors can provide you with a variety of FREE point-of-sale collateral to help promote ISIC, its benefits and your retail location.



Target the student community

ISIC is recognised by UNESCO as an official student identification document. With its high-tech features and closely regulated issuing criteria and network, retail service providers can be confident that only full-time students - both local and international - will access specially negotiated products and services. Technological features of the ISIC and its issuing processes also enable benefit providers to track usage, assess purchasing patterns and establish demographic profiles of student customers.

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