

OCBC Titanium Credit Card

Program Name	To the world of Platinum privilege!
Duration	6 September 2006 – 31 Dec 2007
Target Audience	Predominantly urban between 29 to 40 years old Min income of RM 36K per annum Card holder with RM9000 credit limit (RM6000 for those with strong CCRIS) Lifestyle seekers Characterized by early success and enjoy living it up Appreciate financial flexibility and loves credit
Application Free Gift Activation Free Gift	Exclusive 2-in-1 travel set. Upon successful application, just charge RM 500 within the first 2 months. Free Lifetime Membership. Charge a minimum RM 6,000 annually to get next year fee waive. Limited Edition Melinda Looi Titanium Polo Shirt Be the first 1000 successful Titanium applicants and receive this specially designed Polo Shirt by spunky designer Melinda Looi.
Titanium FIRST Privilege	Buy 1 free 1 movie tickets @ Cathay Cineplexes (max of 2 free tickets) Free Access to KLIA Plaza Premium Lounge when you charge RM4000 and above on travel tickets and packages at Orex Travel. Accompanying friends and family will receive min 25% discounts. Free limousine transfer to KLIA when you charge business class air tickets on your Titanium. Purchase business class tickets at Orex Travel and get complimentary one way transfer to KLIA (except for Regional Route). *To be arranged by cardmember at Orex Travel during booking and payment. Pick up available from Kuala Lumpur & Petaling Jaya only. Call Orex Travel - 03-2167 9866 for booking
Titanium BEST Privilege	Discounts of up to 55% on business class air tickets with KLM, Swiss Air, Garuda, Eva Air, Malaysian Airlines* and Thai Airways*, with Orex Travel. Dining, Shopping, Beauty, Golf (Full list on Appendix 1)
Titanium MORE Privilege	Redeem Titanium vouchers worth RM50 or RM100 with your OCBC\$. Enjoy at 20 most exclusive restaurants such as Vincenzo, The Social, Le Bouchon, Fugui, Bon Ton and more. (Full list on Appendix 2) Double OCBC\$ on all overseas transactions made with a Titanium Card. Titanium Cardmembers can convert their OCBC\$ to KrisFlyer Miles at the best rate around. 5,000 OCBC\$ = 1, 000 KrisFlyer miles (other rewards programmes usually require 5900 points)
Launch Promotion	Easy Million Ringgit Contest. Charge a minimum of RM100 to your Titanium and then match the transaction slip to the set of numbers. You may win: Grand Prizes of RM100,000 each or Bonus Prizes of RM1,000 each
2006/2007 Welcome Vouchers	Please see full list on Appendix 3
Communication Channels	Press Ads TVC Take Ones OCBC Website Branch Merchandising Direct Sales @ Roadshows Telesales Branches Outsource Agents
Source Code	GECT03