



The Transformation of Customer Loyalty: A Pan-Industry View

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Beauty loyalty programmes are most influential in colour cosmetics and among Millennials
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BeautyCounter builds loyalty through ingredient safety positioning, “clean beauty” mission
Bubble builds loyalty through app frequented by Generation Z and co-creation approach
Bond over shared ethos, co-create with younger consumers, and build community in beauty

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YSL Beauty: Nurturing exclusivity with NFT loyalty approach to connect better with Gen Z
Luxury department store Liberty London gives its loyalty members more bang for their buck
Fusing exclusivity, quality, heritage and storytelling to build a strong strategy in luxury loyalty

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Apparel and footwear brands need to create value as consumers buy the best they can afford
Winning brands offer a hassle-free experience and bond with consumers over self-love
Lacoste banks on gaming and personalisation with its UNDW3 NFT loyalty card
Nike Well Collective taps into emotional loyalty to support “Body, Mind and Life”
Fashion: Moving through uncertain times together and building loyalty along the way

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Supporting ubiquitous brands with targeted loyalty programmes, particularly in foodservice
Coke ON consumer loyalty app helps to kickstart vending growth in Japan
Drinks brands invest in B2B digital loyalty programmes for traditional and independent retailers
Tim Hortons extends loyalty programme with new Tims credit card

LOYALTY IN DRINKS

Drinks programmes to foster both consumer and retailer loyalty

LOYALTY IN CONSUMER FOODSERVICE

Foodservice programmes must transcend discounts and foster lasting loyalty through experiences
Boba Guys' reward system adds an element of surprise through mystery boxes
Taco Bell empowers loyalty members to take part in the design of hot sauce slogans

LOYALTY IN CONSUMER FOODSERVICE

Delivering value aligned with their consumers' needs and wants

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Loyalty ecosystems target growing leisure travel segment

Accor uses subscriptions to increase loyalty programme participation

ANA Pocket offers lifestyle ecosystem rewards

Future travel loyalty programmes will be lifestyle ecosystems

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Loyalty and personalisation, a match made in heaven

Direct to consumer model makes it easier to achieve maximum personalisation

The Fresh Market launches Ultimate Loyalty Experience, exploring personalisation

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