



# The Transformation of Customer Loyalty: A Pan-Industry View

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Capitalising on the power of mobile growth  
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Loyalty programmes more important than ever  
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## LOYALTY IN BEAUTY AND PERSONAL CARE

Beauty loyalty programmes are most influential in colour cosmetics and among Millennials  
Fluctuations in subscription box demand and direct selling salesforce are major challenges  
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

## LOYALTY IN LUXURY GOODS

Elevating customer loyalty through value-driven rewards and exclusivity across luxury  
Leveraging digital platforms for loyalty programmes across luxury is essential  
Building emotional loyalty and nurturing brand advocates is pathway for future consumers  
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

## LOYALTY IN APPAREL AND FOOTWEAR

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

## LOYALTY IN PACKAGED FOOD

Digital trends have the potential to reshape loyalty programmes in the food industry  
General Mills opens path to data-driven loyalty programmes  
Kraft Heinz's NFT integration with Oscar Mayer Wiener Whistle  
Enhancing customer engagement through loyalty programmes in the evolving food industry

## LOYALTY IN DRINKS

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

## LOYALTY IN TRAVEL

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

## LOYALTY IN RETAIL

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

Marks & Spencer finds new heights by shining the light on Sparks

Loyalty nirvana is now the ultimate goal for consumers and retailers alike

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Loyalty in nicotine is largely a feature of emerging cigarette alternative categories

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Questions we are asking

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