



Finalists 2015 announced!

Massive increase in entries reflects vibrant loyalty business

A fantastic 30% increase in entries for The Loyalty Awards 2015 for the EMEA region has resulted in some tough decisions for the shortlisting judges who had to prune the numbers down for the final day of judgement.

Entries this year came from an even wider range of businesses, with mobile schemes well represented. They have come from virtually every country in the EMEA region.

Particularly high numbers were entered into the Best Loyalty Programme Marketing Campaign of the Year, the new category Best Use of Gamification to Enhance Loyalty, Best Short Term Loyalty Programme and Best New Loyalty Programme of the Year. This last category is significant, because it reflects the level of interest in loyalty, and illustrates the large number of new initiatives being introduced.

"The presentation of The Loyalty Awards EMEA is firmly established as THE loyalty event of the year and in 2015 we expect well in excess of the 700 loyalty professionals who attended the Gala Awards Evening last year," predicted Annich McIntosh, joint CEO of The Loyalty Awards.

Sponsors of The Loyalty Awards are:

Comarch (Best User Experience Category and Experience Room)

ICLP (Best Loyalty Industry Innovation Category)

Aimia (Best New Loyalty Programme)

Ketchup (Best Loyalty Programme of the year - EMEA)

Visa (Best Use of Customer Analytics)

Avios (Best Use of Technology)

The Loyalty Awards 2015 take place on June 9th at Grosvenor House – a JW Marriott Hotel, Park Lane, London. Early booking is advised to make sure you secure a good position for your table.

THE LOYALTY AWARDS 2015 EMEA FINALISTS

Best Use of Gamification to enhance Loyalty

Barilla / Advice Group - *Amici del Mulino*

Auchan France / TCC - *Looney Tunes FETE DU SPORT*

Cable and Wireless - *Win & Drive*

Dansk Supermarked - *Winning hearts*

Dubai Police - *Virtual Applications*

JetBlue Airways / Comarch - *JetBlue's TrueBlue Badges*

MAXIMA / Boost - *Puponautai II*

Quidco - *Quidco's Christmas 'Cookie Trail'*

Topaz Energy - *Play or Park Loyalty Game*

Wanda Digital - *gnctrkcll Mobile Application*

Best User Experience

MAXIMA / Boost - *Puponautai II*

Monsoon Accessorize & Ikano Insight - *Incorporating the Accessorize brand*

Qitaf / Saudi Telecom Company - *Qitaf Partner redemptions*

Turkcell - *Turkcell One*

Vodafone Turkey / Ketchup Loyalty Marketing - *RED Loyalty Program*

Best use of technology in a Loyalty Programme

Coalition Rewards - *PINS: the first shopper flyer loyalty program in the world*

Nicholson / Eagle Eye Solutions - *Ale Trail Application*

Heathrow Airport / Comarch - *Heathrow Rewards Instant Redemption App*

Inspire Europe / Mastercard - *Inspire Europe in Partnership with MasterCard Loyalty Solutions*

Morrisons Match & More/ Capgemini - *Price Match & points Reward Card*

Mothercare / RAPP - *Becoming the world's most caring retailer*

Pegasus Airlines / Monitise Yazilim - *Mobile Loyalty Offering*

The Saudi Investment Bank / Ketchup Loyalty Marketing - *Saudi Investment Bank Loyalty Program*

Vodafone Turkey/Ketchup Loyalty Marketing - *Vodafone RED & Karafirin – M2M Integrated Digital Solutions*

Whitbread - *Whitbread Restaurants Loyalty Schemes*

Best Use of Customer Relationship Management (CRM) in a Loyalty Environment.

Club Carlson – The Carlson Rezidor Hotel Group / ICLP - *'Thank you' Campaign*

Heathrow Airport / Acxiom - *Realigning Strategy to Improve CRM Contribution to Corporate Objectives*

MultiPlus Card - *C@T Coupons at till*

Natura Brazil / Comarch - *Implementation of CRM&Loyalty strategy in integrated omni channel B2C & B2B business model*

Tatry Mountain Resorts - *GOPASS - The digital skiing experience*

Turkcell - *Turkcell Care for Professionals*

Volvo / Ketchup Loyalty Marketing

Volvo Benimle Loyalty Program

Wanda Digital

gnctrkcll Mobile Application

Best Social Responsibility (CSR) Initiative Linked to Loyalty

Abbott Turkey / 360DRCMarketing - *Life is Valuable Club*

Cable and Wireless - *Happy to Give*

Multipont Program - *Let's help Santa! – the best CSR initiative*

Virtual Market Place - *Youth Day Campaign: Helping school kids who don't have desks*

XL Team - *Safe Drive*

Best Use of Customer Analytics/Data

Club Carlson – The Carlson Rezidor Hotel Group / ICLP - *At Risk – Campaign*

Club Carlson – The Carlson Rezidor Hotel Group / ICLP - *Nordics Campaign*

Mothercare / Rapp - *Becoming the world's most caring retailer*

MultiPlus Card - MultiPlusCard - *Coupons at till drive new sales and slash costs*

Turkcell - *Turkcell Proactive Tariff Consultancy*

Best Loyalty Industry Innovation

Cable & Wireless - *Happy to Give*

Coalition Rewards - *PINS – the first shopper flyer loyalty program in the world*

MasterCard - *Mastercard Pay with Rewards*

Morrisons - *Match & More*

The Saudi Investment Bank / Ketchup Loyalty Marketing - *Saudi Investment Bank Loyalty Program*

Vodafone Turkey / Ketchup Loyalty Marketing - *Avantaj Cepte Mobile Loyalty Platform*

Best use of Communications in a Loyalty Programme (including Social Media)

Club Carlson - *The Carlson Rezidor Hotel Group / ICLP - 'New Year' campaign*

JetBlue Airways / Comarch - *JetBlue's TrueBlue Badges*

Tesco Global Zrt / Hammer MS Kft. - *Tesco Rubik Loyalty Promotion*

Bupa Global / Them London - *Brand Building with birthdays*

Turkcell - *Turkcell Supertradesmen*

Best Loyalty Programme Marketing Campaign

Avios - *The Avios Big Reward Campaign*

Club Carlson - The Carlson Rezidor Hotel Group / ICLP - *Q1 Campaign*

Coalition Rewards - PINS – *the first Shopper Flyer loyalty program launch campaign*

Dansk Supermarked Gruppen / TCC - *Animals of the World take over Denmark*

Electric Ireland - *Electric Ireland Powering Rewards*

Le Club Accorhotels - *Rewarding your loyalty with Le Club Accorhotels*

Merkur Austria/TCC - *Looney Tunes*

Virtual Market Place - *Vote4Charity with MySchool MyVillage MyPlanet*

Vodafone Turkey / Ketchup Loyalty Marketing - *Vodafone KaraKartal*

Zorlu Property Group / Ketchup Loyalty Marketing - *Zorlu World - Miles&Smiles Campaign*

Loyalty Programme of the Year – Financial Services

Lloyds Bank / Aimia - *Everyday Offers powered by Cardlytics*

Akbank - *Emotional Touch*

Aviva / Cherry London - *Aviva Advantages*

The Saudi Investment Bank / Ketchup Loyalty Marketing - *Saudi Investment Bank Loyalty Program*

Loyalty Programme of the Year – Retail (Food)

Anchor / Whynot! - *Anchor Rewards Club*

COOP Adriatica / TCC Group - *"Supervitamini" (The Super Vitamins)*

Dansk Supermarked - *Winning hearts*

Greggs / Eagle Eye Solutions - *'Greggs Rewards'*

MAXIMA / Boost - *Puponautai II*

Morrisons – Match & More - *Price Match & points Reward Card*

MyCheck / CCGroup - *Busaba Eathai and MyCheck set the standard for mobile loyalty*

Whitbread - *Whitbread Restaurant Loyalty Schemes*

Loyalty Programme of the Year – Retail (Non-food)

Dansk Supermarked - *Winning hearts*

HMV - *Purehmv Loyalty Ltd*

Soyak / Ketchup agency - *Soyak Elite Club*

Topaz Energy - *Play or Park Loyalty Game*

Loyalty Programme of the Year – Travel

Ebookers - *Bonus+ : the travel rewards programme that gives customers MORE*

JetBlue Airways / Comarch - *JetBlue's TrueBlue Badges*

Le Club Accorhotels - *Le Club Accorhotels – rewarding customers for their loyalty*

Tatry Mountain Resorts - *Building the first truly digital ski resort in Europe*

Whittlebury Hall Hotel and Spa - *Whittlebury Hall Hotel and Spa –'me time" Loyalty Programme*

Loyalty Programme of the Year Mobile

Dansk Supermarked – *Winning hearts*

MyCheck/ CC Group - *Busaba Eathai and MyCheck set the standard for mobile loyalty*

Saudi Telecom Company - *Qitaf by STC*

Macro Belgium/ TCC Global - *Grundig mobile loyalty*

Turkcell - *Turkcell Friday Rocks*

Turkcell - *Platinum Application*

Vodafone Turkey / Ketchup Loyalty Marketing - *Avantaj Cepte Mobile Loyalty Platform*

Vodafone Turkey / Ketchup Loyalty Marketing - *Vodafone KaraKartal*

Vodafone Turkey / Ketchup Loyalty Marketing - *RED Loyalty Program*

Loyalty Programme of the Year – Card based

Nectar / Aimia - *Nectar, the UK's most popular loyalty programme*

Ikea / Cloudbiz - *Ikea Family*

Inspire Europe / Mastercard - *Travel redemption*

PAYBACK GmbH / Pioneer Communications – *From a single point to a whole new world of Loyalty*

Saudi Telecom Company - *Qitaf by STC*

Whitbread - *Whitbread Restaurants Loyalty Schemes*

Loyalty Programme of the Year – Coupon or Voucher based

Nicholson's / Eagle Eye Solutions - *Ale Trail Application*

SPAR/ i-movo - *A Global Brand with a Local Touch*

Schneider Electric Turkey / Sanal Magaza Global Loyalty and E-Rewards - *FAZPUAN Loyalty Programme*

Vodafone Turkey / Ketchup Loyalty Marketing - *Avantaj Cepte Mobile Loyalty Platform*

Loyalty Programme of the Year B2B

DENTSPLY / Stream Comms - *DENTSPLY Sinks its Teeth into loyalty*

Heineken UK / Whynot@! - *Heineken's Our Shout*

Imperial Tobacco - *ignite – rewarding the very best independent retail*

L'Oreal Dermo Club / Sanal Magaza - *DermoClub by L'Oreal Turkey*

MotoNovo Finance / Performance Bonus - *MotorV8 REWARDS – Promoting Positive Consumer Outcomes*

TRW KFZ Ausrüstung / Loyalty Prime Ltd - *TRW Automotive loyalty*

Vodafone Turkey / Unite AlisverisOrtagim

Best New Loyalty Programme

Coalition Rewards - *PINS - The first Shopper Flyer loyalty program in the world*

Dansk Supermarked Gruppen - *Animals of the World take over Denmark*

Ebookers - *BONUS+: MORE cash rewards*

Ideal Standard / Havas - *IdealPRO – building loyalty with plumbers*

Monsoon Accessorize & Ikano Insight - *New Loyalty Scheme driving engagement for Monsoon and Accessorize brands*

Morrisons - *Match & More – Price Match & Points Reward card*

Multipont Program - *Multipont real-time programme*

Piotr i Pawel / TCC - *Rio 2 - The Rio Birds visit Piotr i Pawel in Poland*

The Saudi Investment Bank - *The Saudi Investment Bank Loyalty Program*

Vakif Emeklilik - *Vakıf Pension Company*

Best Short Term Loyalty Programme

COOP Switzerland/ Brand Loyalty International - *'Disney Cooking'*

Cable and Wireless - *Happy to Give*

Dansk Supermarked Gruppen / TCC - *Animals of the World take over Denmark*

Dansk Supermarked - *Winning hearts*

Eu. Promotions - *'Il Mondo Coop' – the bricks that build business*

MAXIMA LT, UAB - *Dormeo Primavera by Agne Kuzmickaite*

Piotr I Pawel / TCC - *Rio visits Poland*

Penny Romania/TCC Global - *Penny Romania Pyrex Knives*

Best Long-Term Loyalty Programme EMEA

Aswaaq - *aswaaq Loyalty Program "WAFA"*

Avios - *The Avios journey*

Eurostar International - *Frequent Traveller*

SUBWAY / Havas helia -*Delivering long term loyalty in Europe*

TANI - *Paro, Turkey's first coalition program*

Turkcell - *Smart Women's Club*

Vodafone Turkey / Ketchup Loyalty Marketing - *RED Loyalty Programme*

Regional Categories:

The shortlist for the regional categories (Best Loyalty Programme of the Year for Central & Eastern Europe, European Union & Turkey and Middle East & Africa) will be made available during the Gala Evening (June 9th), prior to the announcement of the regional winners together with the overall winner - Best Loyalty Programme of the Year - EMEA. This category is sponsored by Ketchup Agency.

The Personality of the Year will also be announced on the night of The Loyalty Awards gala event.

Networking

As the Loyalty Awards grow and develop, the organisers continue to build a critical mass of returning entrants and attendees who make sure they blank out their diaries each year for the big event. There is also a welcome for new entrants and attendees each year as the event grows in stature and appeal. A significant number of entries this year are from organisations entirely new to The Loyalty Awards.

"Being a finalist for The Loyalty Awards is a massive achievement, and we congratulate those companies appearing in the following list," said Annich

McIntosh. "They have demonstrated excellence, imagination, creativity and business acumen to get this far. Congratulations to every one of them."

To book a table or for answers to your queries visit: www.theloyaltyawards.com or contact: Helen Burgin, marketing & events manager, Partner Events Ltd on +44 (0)178 929 6999.