



Finalists announced for The Loyalty Awards EMEA 2014

We are excited to announce the Finalists for The Loyalty Awards EMEA 2014.

Over 200 entries were received, and these have, with difficulty, been whittled down to 115 for the Shortlist.

Chairman of the judges Eric Austin, who took part in the shortlisting said: "Once again we have been impressed by the standard of entries and the quality of the initiatives. The concept of Loyalty is keeping up with the potential that is being created by emerging new technologies and it really is redefining itself. This is a very exciting space right now."

The finalists are:

Best Loyalty Programme of the Year- Financial Services

Alpha Bank (Greece) – *Alpha Bank Bonus -The Leading Payment Loyalty Scheme in Europe*

Barclaycard - *Barclaycard Freedom Rewards Card*

Royal Bank of Scotland Group - *Cashback Plus - "Feel rewarded every day"*

Home Retail Group Financial Services - *Argos Card Rewards- Getting Personal*

Best Loyalty Programme of the Year- Mobile

Cable & Wireless (Seychelles) Ltd - *Cable Points*

Turkcell (Turkey) - *SARI KUTU*

Vodafone Turkey - *Vodafone RED Loyalty Program*

Bluesource - *mobile-pocket – Mobile Marketing made easy*

Subway - *SUBWAY SUBCARD mobile app*

Azbuka Vkusa (Russia) - *BrandLoyalty's mobile app Bright Stamps boosts first nationwide loyalty programme*

Dansk Supermarked (Denmark) - *Dansk Supermarked's gamification drives loyalty, ROI and increased market share*

Best Loyalty Programme of the Year- Retail (Food)

Woolworths (South Africa) – *WRewards – Membership makes a difference*

The Coca-Cola Company, Turkey Business Unit - *Coca-Cola Red Vault Rewards Program*

Billa Czech Republic - *Big Headz Farm Friends*

O'Key Russia - *Angry Birds Plush*

Whitbread Plc - *Brewers Fayre Bonus Club*

Booths - *Booths Card Exceeds Both Customers' & Booths' Expectations*

Best Loyalty Programme of the Year- Retail (Non Food)

Woolworths (South Africa) – *Wrewards - Membership makes a difference*

MOL (Hungary) - *Fiskars Promotion*

Jaeger - *Aspirational tiered structure for Jaeger's re-launched reward scheme*

Pets at Home - *The Pets at Home VIP Loyalty Scheme*

Topaz Energy (Ireland) - *Topaz Play or Park- The Loyalty Game*

Sure, Dove, Vaseline and Sainsbury's - *educating consumers that small is good*

ABC (Lebanon) - *ABC Department Store Loyalty Program*

Best Loyalty Programme of the Year- Entertainment

Dansk Supermarked (Denmark) - *Dansk Supermarked's gamification drives loyalty, ROI and increased market share*

Topaz Energy (Ireland) - *Topaz Play or Park- The Loyalty Game*

MOL (Hungary) - *Fiskars Promotion*

Boost (Switzerland) – *Twistymania- the Galactic promotion of 2013*

Best Loyalty Programme of the Year- Travel

Accor (Le Club Accorhotels) - *With Le Club Accorhotels, you're at the heart of it*

Heathrow Airport - *Heathrow Rewards - new way of rewarding travellers at the airport*

Avios Group (AGL) Limited - *The Avios Currency*

East Coast - *Reaping the Rewards - East Coast's Automated Recruitment Campaign*

Vodafone Turkey - *Vodafone Freezone Interrail Campaigns*

Best New Loyalty Programme of the Year

Turkcell (Turkey) - *Retirees Club*

Royal Bank of Scotland Group - *Cashback Plus - "Feel rewarded every day"*

Vodafone Turkey - *Vodafone Avantaj Cepte Mobile Loyalty Platform*

Whitbread Plc - *Brewers Fayre Bonus Club*

Topaz Energy (Ireland) - *Topaz Play or Park- The Loyalty Game*

Melia Hotels International - *Melia Rewards – Welcome Back – Wherever you are in the world*

Booths - *Booths Card Exceeds Both Customers' & Booths' Expectations*

Best Use of CRM in a Loyalty Environment

Home Retail Group Financial Services - *Argos Card Rewards- Getting Personal*

Volvo Car Turkey - *Volvo Lifecycle Program*

Accor (Le Club Accorhotels) - *Le Club Accorhotels- Changing the way we address our members*

Vodafone Turkey - *Vodafone Turkey's Enterprise Transformation Programme*

KLM - *KLM iPad on Board - customer feedback loop*

Comfort & Sainsbury's - *Comfort Exhilaration- Launching an exclusive Sainsbury's Scent*

Best Use of Customer Analytics/Data in a Loyalty Programme

Home Retail Group Financial Services - *Argos Card Rewards- Getting Personal*

Elkjop, a division of Dixons Retail - *Improving customer satisfaction through continual data monitoring and analysis.*

Ikano Insight and IKEA - Store catchment intelligence from Ikano Insight informs IKEA marketing plans

Royal Bank of Scotland Group - Utilising/analysing customer data to deliver positive ROI and customer loyalty

Bonmarche & GI Insight - Building a truly multi-channel customer base through the loyalty programme

Azbuka Vkusa- BrandLoyalty's mobile app Bright Stamps boosts first nationwide loyalty programme

Sainsbury's and Nectar - Offer Engine- Personalised, relevant approach to targeting shoppers

Best Use of Communication in a Loyalty Programme

Cable & Wireless (Seychelles) Ltd - Cable Points

The Coca-Cola Company, Turkey Business Unit - Coca-Cola Red Vault Rewards Program

Vodafone Turkey - Vodafone Freezone Interrail Campaigns

IKEA - Product Trigger communications drive incremental sales for IKEA

East Coast - Reaping the Rewards - East Coast's Automated Recruitment Campaign

Abbott Turkey - Life is a Valuable Club

Melia Hotels International - Melia Rewards – Welcome Back – Wherever you are in the world

BP - The benefit of saying "thank you" to high value customers

Best Use of Social Media to Enhance Loyalty

Turkcell - Turkcell Professionals Club/ Cuma Candir Twitter Campaign (Friday Rocks campaign)

The Swan Centre - The Swan Centre, sharing within SmartRewards app

Nectar - The Cross-Partner Nectar MEGAPOINTS Treasure Hunt

ASOS - Access All ASOS: The ASOS advocacy programme

Best Loyalty Programme Marketing Campaign of the Year

MySchool MyVillage MyPlanet (South Africa) - Swipe for Africa

BP Turkey - BP Club Card- GSM Operator Campaign for "Better Rewards" Strategy

The Coca-Cola Company, Turkey Business Unit - Coca-Cola Red Vault Loyalty Program

Barclaycard - *Barclaycard Freedom Rewards card*

Baltic Miles - *Address update campaign by using Google StreetView*

Royal Bank of Scotland Group - *Cashback Plus - "Feel rewarded every day"*

Penny Romania - *Pyrex Knives*

Applegreen (Ireland) - *Applegreen Rewards "Seasonal Greeting" Campaign*

Best CSR Initiative Linked to Loyalty

Avios Group (AGL) Limited - *Employee CSR Engagement Programme - Engaging our greatest asset and stakeholder*

Abbott Turkey - *Life is a Valuable Club*

Turkcell - *Turkcell Retirees Club*

MySchool MyVillage MyPlanet (South Africa) - *Swipe for Africa"*

Best Card Based Loyalty Programme

BP Turkey - *BP Club Card - Better Rewards to Reach and Retain Customers*

Barclaycard - *Barclaycard Freedom Rewards card*

LaSer UK and Beales - *Beales and Laser UK Launch New Programme to Release Value*

Heathrow Airport - *Heathrow Rewards - new way of rewarding travellers at the airport*

Whitbread Plc - *Brewers Fayre Bonus Club*

Topaz Energy (Ireland) - *Topaz Play or Park- The Loyalty Game*

Nectar - *The UK's most popular loyalty programme*

Best Coupon or Voucher Based Loyalty Programme

Vodafone Turkey - *Vodafone Avantaj Cepte Mobile Loyalty Platform*

LaSer UK and Beales - *Developing Inclusive and Engaging Rewards*

Woman & Home - *Beating the decline of magazine sales*

MultiPlusCard (Croatia) - *Croatia's leading coalition loyalty programme*

Best Loyalty Industry Innovation

MultiPlusCard (Croatia) - *Croatia's leading coalition loyalty programme*

Woolworths (South Africa) - *WRewards*

Baltic Miles - *Burn the Miles*

IDL Technology Group - *Loyalty Anywhere*

TagPoints - *mobile loyalty; beyond the purchase*

Topaz Energy (Ireland) - *Topaz Play or Park- The Loyalty Game*

Azbuka Vkusa (Russia) - *BrandLoyalty's mobile app Bright Stamps boosts first nationwide loyalty programme*

Best B2B Loyalty Programme

Advice Group (Italy) - *Tre Marie Multichannel Loyalty Programme*

Vodafone Turkey - *Vodafone Turkey's Enterprise Transformation Programme*

Tech Data - *Umbrella Belux Channel Incentive program td.boomerang by TechData*

Deli - *Deli Product Catalogue*

Nectar Business - *The UK's Leading B2B Loyalty Programme*

Best Short Term Loyalty Programme

MySchool MyVillage MyPlanet (South Africa) - *"Swipe for Africa" with MySchool*

Cable & Wireless (Seychelles) Ltd- *Cable Points*

Boost - *Twistymania- the Galactic promotion of 2013*

MOL Plc - *Fiskars Promotion*

Dansk Supermarked (Denmark) - *Dansk Supermarked's gamification drives loyalty, ROI and increased market share*

East of England Co-operative Society - *Goodness Gang Loyalty Programme*

Tesco Poland - *Angry Birds plush toy promotion*

Lidl (Germany) - *An Innovative figurine turns the German food retail market upside-down.*

Best Use of Technology in a Loyalty Programme

Alpha Bank (Greece) - *Alpha Bank Loyalty Platform- delivering maximum loyalty*

Elkjop, a division of Dixons Retail - *Enhancing Customer Experience with Instant Customer Feedback Machines*

The Coca-Cola Company, Turkey Business Unit- *Coca-Cola Red Vault Rewards Program*

Vodafone Turkey - *Vodafone Avantaj Cepte Mobile Loyalty Platform*

Bluesource - *mobile-pocket; Mobile marketing made easy*

Subway - *SUBWAY SUBCARD mobile app*

Topaz Energy (Ireland) - *Topaz Play or Park- The Loyalty Game*

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Don't forget to book your table to be there on the night. Go to: www.theloyaltyawards.com for a booking form

Black Tie Awards Event: Tuesday, June 10, 2014 at The Grosvenor House, Park Lane, London, Champagne reception begins at 6.30pm

An online version of the shortlist can be downloaded from <http://www.theloyaltyawards.com>

For more information please contact:

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