



# 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

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

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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

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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

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Accor uses subscriptions to increase loyalty programme participation

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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

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