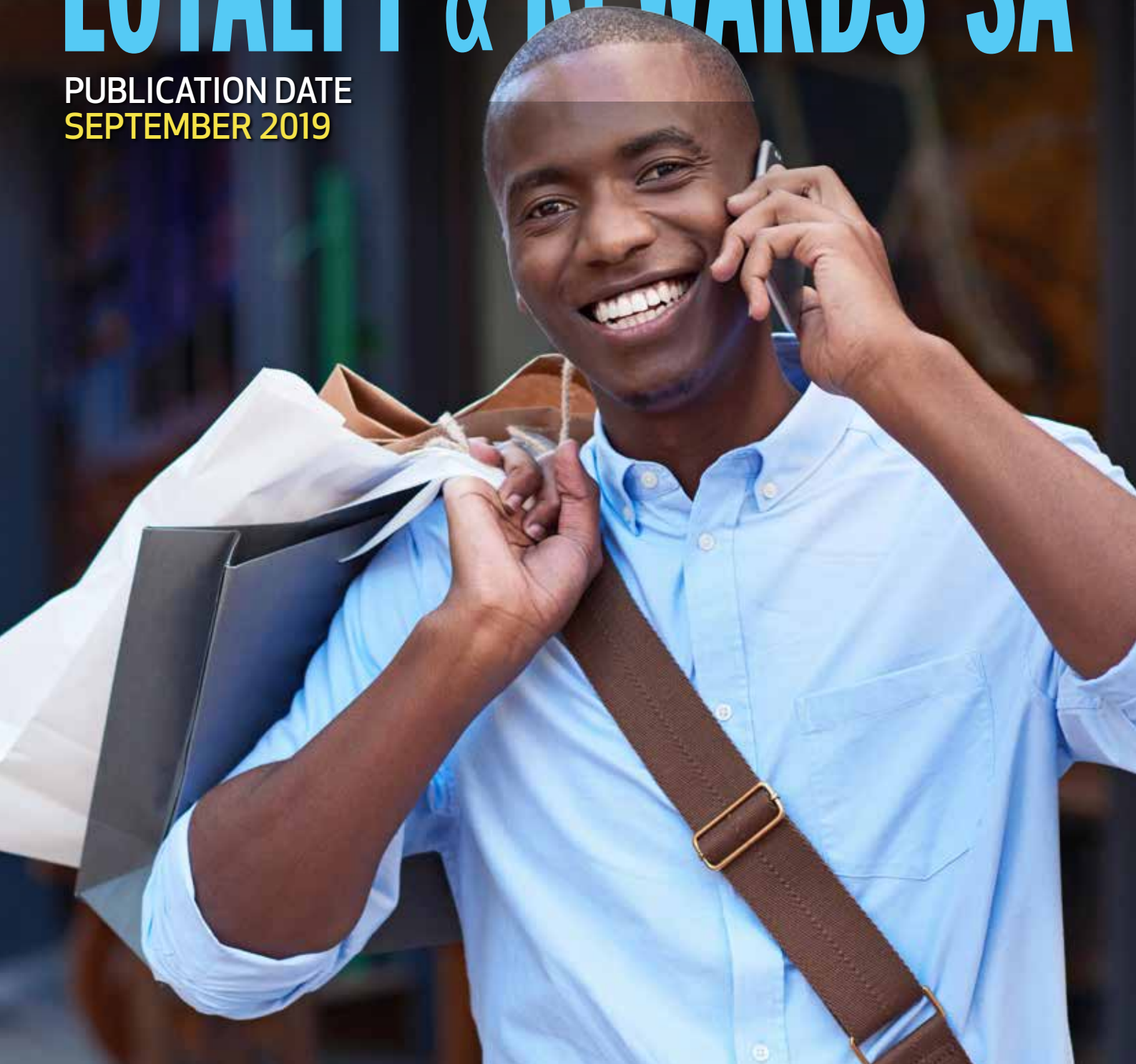


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Business Times

LOYALTY & REWARDS SA

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LOYALTY AND REWARDS SA

The South African loyalty and rewards industry has enjoyed exponential growth during the past decade, with a spike in programme numbers in the past five years. It's clear that consumers expect more from relationships with brands, and companies are responding.

However, during the past year or so, trading has been tough and marketing budgets have been cut. Loyalty programmes have been affected accordingly, with owners and suppliers compelled to review and consolidate the initiatives. On the upside, it has encouraged companies to refocus on

customer retention and pay greater attention to execution, communication and differentiation of programmes.

With millions of loyalty points sitting dormant and 79% of South African consumers retracting loyalty at profit-crushing rates, organisations must concentrate on the latest factors driving customer loyalty in the digital age.

Loyalty and Rewards SA is designed to provide role players with the opportunity to communicate the latest developments to their current target markets as well as to new audiences, with the view to increase their market share.

Articles featured and issues addressed in the publication include:

- the gamification of loyalty
- hospitality and travel
- corporate social responsibility (CSR)
- CSR initiatives linked to loyalty programmes and cards
- corporate social investment and shared ownership linked to loyalty programmes
- customer and data analytics
- retail and market value
- financial services and mobile services
- customer loyalty in the digital age
- technology initiatives in sales as well as in distribution channels.

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- *Loyalty and Rewards SA* is a large-format, glossy publication inserted into 40 000 Sunday Times subscriber copies in September 2019.
- *Loyalty and Rewards SA* will be available on Business Media Mags (www.businessmediamags.co.za) as a replica edition ezine for 12 months:

RUN-ON COPIES: Additional copies will be offered to organisations wishing to make use of this publication for internal distribution. Pricing on request.

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1/2 Page Vertical	109 x 289mm	no bleed	97 x 277mm
1/4 Page	107 x 138mm	no bleed	128 x 97mm

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