

REWARDS & LOYALTY SA

RATE CARD 2022

**PUBLICATION DATE:
NOVEMBER 2022**

Historically, it seems, it hasn't exactly been difficult to convince South Africans to join loyalty programmes. Data analysed from the 2019/20 Truth & BrandMapp The SA Loyalty Landscape Whitepaper tells us that 72% of South Africans, who are economically active, are using loyalty programmes. While this is a slight decline on 2018's figures, it is a 7% points decline in loyalty programme usage since 2017. This, the report suggests is intricately linked to overall consumer spend and confidence in South Africa, in a more economically unstable environment. So how can companies best retain and leverage the members they have on their programmes?

Artificial intelligence is enabling brands to understand consumers better, provide targeted incentives and bring more nuance into their offerings. Companies with naturally broad customer bases can benefit from using this technology to understand the vast realms of data that can be mined from this base. Take financial services, for example, where the big banks are constantly sizing up against one another. Social media is, unsurprisingly, an increasingly indispensable tool for reaching and communicating with consumers. Regardless of technological advancements, though, some issues remain the same. Take the question of tiers in loyalty schemes, and how best to apply them. There is no one-size-fits-all approach.

It remains, like so much in this industry, a balancing act. In our 2022 release of the *Loyalty and Rewards SA* magazine, we explore these issues and more.

Loyalty & Rewards SA is an annual, large-format publication in print and digital. Distributed to selected Sunday Times subscribers.



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Loyalty & Rewards SA will be available on Business Media Media Mags businessmediamags.co.za as a replica e-zine for 12 months. Loyalty & Rewards SA will also be showcased on Sundaytimes.co.za for 7 days from publication date. Loyalty & Rewards e-zine will be sent directly to all press reader subscribers.

www.sundaytimes.co.za stats:
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Source: Narrative (SA audience data), social media

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Trim	464 x 297mm	232 x 297mm	225 x 138mm	107mm x 287mm
Bleed	480 x 307mm	245 x 307mm	No bleed	No bleed
Safe type area	430 x 215mm	215 x 277mm	217mm x 130mm	99 x 279mm

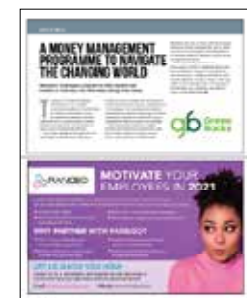
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PUBLISHER

PICASSO HEADLINE, A PROUD DIVISION OF ARENA HOLDINGS
Hill on Empire 16 Empire Road (cnr Hillside Road), Parktown, Johannesburg
Postal Address: PO Box 12500, Mill Street, Cape Town, 8001