



WINNERS REPORT 2023



ABOUT THE SOUTH AFRICAN LOYALTY AWARDS



The 2023 South African Loyalty Awards is in its 5th year, and we have increased the number of categories for awards to 18, in 2023. We would like to thank the loyalty industry for its support and the outstanding quality of entries, from outstanding brands.

Our main purpose for running the South African Loyalty Awards is to recognise loyalty and showcase South Africa's best programmes, loyalty innovations, data applications, agencies, vendors and loyalty / CRM campaigns. We have administered a robust judging process, through 12 experienced loyalty and CRM professionals in South Africa and around the globe. We assessed each entry against stringent criteria, measuring how loyalty and CRM excellence can drive commercial results and greater customer experiences.

Amanda Cromhout – Judging Chair of the South African Loyalty Awards

THE JUDGES

The entries are evaluated through a robust judging process by our well-established judging committee. We would like to thank the 2023 South African Loyalty Awards judges for all the hard work they have put in to judging multiple entries over 18 categories. Truth's CEO, Amanda Cromhout, is the Judging Chair of the South African Loyalty Awards.



NIC BEDNALL



URSULA KUNI



CANDICE GOODMAN



ANDREW HALL



PAPI RAPOLAI



VARSHA RAMESAR



THANDI JAMBA



NICK CHAMBERS



WENDY KNOWLER



KAVEER MAHARAJ



LEANNE PAPIOANNOU



BRONWEN ROHLAND

THE 2023 WINNERS

BEST PROGRAMME OF THE YEAR: RETAIL



BEST PROGRAMME OF THE YEAR: FINANCIAL SERVICES



BEST PROGRAMME OF THE YEAR: RESTAURANTS & QSR



BEST PROGRAMME OF THE YEAR: OTHER



BEST PARTNERSHIP PROGRAMME OF THE YEAR



PROGRAMME WITH THE BIGGEST IMPACT ON SA BEHAVIOUR



BEST PROGRAMME OF THE YEAR: NEWCOMER



BEST RE-LAUNCHED PROGRAMME OF THE YEAR



BEST LONG-TERM LOYALTY PROGRAMME OF THE YEAR: OPEN



THE 2023 WINNERS CONTINUED

BEST LOYALTY TECHNOLOGY VENDOR OF THE YEAR



BEST LOYALTY DATA AGENCY / VENDOR OF THE YEAR



BEST SHORT-TERM LOYALTY MARKETING CAMPAIGN OF THE YEAR



BEST STRATEGIC USE OF DATA ANALYTICS / CRM APPLICATIONS



MOST INNOVATIVE USE OF TECHNOLOGY FOR LOYALTY



BEST USE OF MULTI-CHANNEL LOYALTY COMMUNICATION /
ENGAGEMENT INCLUDING SOCIAL MEDIA



BEST USE OF GAMIFICATION OF THE YEAR



BEST LOYALTY COMMUNITY OR ENVIRONMENTAL
INITIATIVE / CAMPAIGN



INDUSTRY TEAM OF THE YEAR



BEST LOYALTY PROGRAMME OF THE YEAR - RETAIL



THE WINNER

Xtra Savings was South Africa's first anti-loyalty rewards programme launched in 2019 at Checkers, and in less than four years has expanded to include Shoprite and Sixty60, benefiting over 26 million members with savings exceeding R1 billion per month. This programme prioritises customers by offering immediate cash savings on over 5,000 deals every single week. It has become the foundation of the Shoprite Group's Customer Platform, generating additional revenue through targeted media opportunities and customer insights provided to suppliers. Xtra Savings has introduced various initiatives, such as exclusive online promotions, integration with the Shoprite Money Market Account, hyper-personalised emails, and supports the Group insights platform REX. Xtra Savings continues to deliver on its promise to make savings effortless for everyone, every day.

“

Shoprite has truly set a new standard for excellence in customer loyalty with its exceptional loyalty programme, earning it the well-deserved title of "Best loyalty programme of the year - Retail." The innovative approach demonstrated by Shoprite reflects a deep understanding of customer preferences and needs, seamlessly integrating technology and personalisation.

PAPI RAPOLAI - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



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Clicks has demonstrated its leadership in retail loyalty for over 15 years. Its ClubCard programme is one of South Africa's most respected and loved loyalty offering and most certainly one of the most generous in terms of its customer rewards levels.

WENDY KNOWLER - SOUTH AFRICAN LOYALTY AWARDS JUDGE

COMMENDED



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What stood out for me with TFG Rewards was the easy-to-follow, fun and simple gamification strategy needing only a mobile number to play. I was impressed by their wide range of rewards, not only for discounted TFG transactions at over 34 of their retail stores, but for non-transactional behaviour offering true lifestyle benefits like educational, dining, and transport benefits, to "Inspire our customers to live their best lives". The year-on-year increased registration rate and reward redemption rate resulted in increased members' savings as well as increased revenue for the brand. True evidence that a well-implemented gamification strategy can be rewarding all round!

CANDICE GOODMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY PROGRAMME OF THE YEAR - FINANCIAL SERVICES

THE WINNER



eBucks Rewards' growing list of awards pay tribute to our strides toward developing industry leading innovations in a loyalty programme that millions of South Africans have been benefiting from for the past 23 years. They represent our pioneering efforts to provide customers with meaningful rewards to help their money go further. The programme offers customers the opportunity to earn and spend eBucks at more than 30 online and in-store partners. Not only do these partners gain significant benefit spend from FNB customers (FNB has 34% of SA point of sale spend), but FNB has benefited handsomely from creating new relationships with the largest grocery, fuel, and pharmacy groups across South Africa and Africa. Having these partners also banking with FNB is a direct result of the eBucks programme and its ability to drive customer behaviour at these partners.



Huge congratulations to eBucks for taking back this award, and for showing the rest of the financial services industry what a truly world class loyalty programme should and, more importantly, can be. eBucks ticks all the boxes and keeps creating new ones to tick. It has a lot of length and breadth, complexity and nuance, but set up in a way that's incredibly user friendly to members. We look forward to finding out where you'll take it next.

WENDY KNOWLER - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



A gold standard in a behavioural change loyalty programme that goes beyond the core relationship that customers in any country would have with their financial services provider. The incredible levels of engagement, participation, loyalty and the immense impact that this programme has on the member's health, financial wellbeing and lives should be highly commended.

LEANNE PAPAIOANNOU - SOUTH AFRICAN LOYALTY AWARDS JUDGE

COMMENDED



Continues to impress with its growth over a two-year period, rewarding customers for better banking and spending. One to continue to watch in a competitive financial services loyalty space.

ANDREW HALL - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY PROGRAMME OF THE YEAR - RESTAURANTS/QSR



THE WINNER

Spur Steak Ranches loyalty app has over 3 million members and over 600 000 new members in the past 12 months. The programme features, loyalty earn & redeem, click and collect ordering, as well as digital gifting for customers and businesses. 45% of all turnover goes through its loyalty club, which allows relevant, authentic messaging across multiple channels for customers based on their dining behaviour. This targeted, dynamic messaging ensures a 30% increase in spend of loyalty vs non-loyalty members. After two years of developing its own middleware technology to support our digital ecosystems around loyalty, gifting, and other innovative projects, we have launched our upgraded internal loyalty programme. This has resulted in significant savings in annual spend and a vastly improved customer experience.



Well done, Spur - turns out you have a real taste for running a loyalty programme with impressive benefits for the business as well as your customers. Targeted messaging has driven a 30% increase of spend among loyalty members, registration is quick and painless, and members get a generous 5% of their spend back in points and other perks, such as a free spoil for kids on their birthday. A really rewarding offering all round.

WENDY KNOWLER - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



Vida is running a world-class loyalty programme, generous to its consumers, widely used by participating partners, super slick use of technology and with high levels of engagement, low churn and great levels of loyalty value redemption. Great job. Well done Team Vida.

NIC BEDNALL - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST PROGRAMME OF THE YEAR: TRAVEL & LEISURE

COMMENDED



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Well done Legacy Lifestyle for having a loyalty programme that is simple to understand, super easy to use and provides members with travel, entertainment, dining, fashion, grocery and pharmacy benefits among other categories. The strategic and innovative use of technology and transactional data of members' activities at Legacy Hotels, Legacy Lifestyle partners and online platforms informs the value-added Legacy Lifestyle's partnerships and benefits that enrich members' lifestyles.

THANDI JAMBA - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY PROGRAMME OF THE YEAR - OPEN

THE WINNER



MySchool MyVillage MyPlanet (MySchool) is a community loyalty programme that celebrates 26 years of making a long-term sustainable difference in South Africa, this year. We are a country with great needs and, fortunately, an even stronger culture of giving. The card gives supporters the ability to make a tangible difference in the lives of millions of people, animals and the environment, at no cost to themselves. Built on the premise “Make every swipe count”, MySchool MyVillage MyPlanet enables supporters to raise funds for their chosen beneficiaries, by swiping their cards every time they shop at partners. Partners contribute a small percentage of supporters’ spend on their behalf, to up to three nominated beneficiaries, from a choice of over 8500 causes. To date, over R1 billion has been given back to those who need it most. MySchool MyVillage MyPlanet makes giving simple.



MySchool continues to lead by example by executing on a loyalty programme that not only benefits its loyalty members, but the community as well. The programme employs an agile approach to technology and data, resulting in personalised offers, instant satisfaction with real time awards and mobile access, ensuring convenience, ease of use and customer and brand loyalty. Congratulations on a stella year!

VARSHA RAMESAR - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST PARTNERSHIP PROGRAMME OF THE YEAR

THE WINNER



eBucks Rewards' growing list of awards pay tribute to our strides toward developing industry leading innovations in a loyalty programme that millions of South Africans have been benefiting from for the past 23 years. They represent our pioneering efforts to provide customers with meaningful rewards to help their money go further. The programme offers customers the opportunity to earn and spend eBucks at more than 30 online and in-store partners. Not only do these partners gain significant benefit spend from FNB customers (FNB has 34% of SA point of sale spend), but FNB has benefited handsomely from creating new relationships with the largest grocery, fuel, and pharmacy groups across South Africa and Africa. Having these partners also banking with FNB is a direct result of the eBucks programme and its ability to drive customer behaviour at these partners.

“*eBucks has been a pioneer with respect to developing innovative partner propositions with a strong shared value approach. Their partnerships go beyond just earn-and-burn or banking, in an attempt to form part of their consumer's relative lifestyle, which adds tremendous value to their members.*”

KAVEER MAHARAJ - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



“*One might think it is difficult to continue to sustain a loyalty programme over 28 years; however, Clicks continues to show how well this can be done. The latest key changes with the support of their partners, contributed to a significant increase in the total value received by members, extremely high redemption rates of points and impressive incremental sales. What stood out for me was the video that stepped us through the daily journey of a customer across all benefits and partners, showing how frictionless a well-established loyalty programme can be.*”

CANDICE GOODMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE

COMMENDED



“*Congratulations to TFG Rewards on Commended. Through TFG's partnerships, the past 12 months has seen an increase in personalised vouchers across all brands. Creating channels like WhatsApp for registration and using digital cards, has created a frictionless customer experience and pushing the boundaries further with gamification, TFG has seen significant uptake on its loyalty programmes. Well done to the TFG Team!*”

VARSHA RAMESAR - SOUTH AFRICAN LOYALTY AWARDS JUDGE

PROGRAMME WITH THE BIGGEST IMPACT ON SA BEHAVIOUR

THE WINNER



eBucks Rewards' growing list of awards pay tribute to our strides toward developing industry leading innovations in a loyalty programme that millions of South Africans have been benefiting from for the past 23 years. They represent our pioneering efforts to provide customers with meaningful rewards to help their money go further. The programme offers customers the opportunity to earn and spend eBucks at more than 30 online and in-store partners. Not only do these partners gain significant benefit spend from FNB customers (FNB has 34% of SA point of sale spend), but FNB has benefited handsomely from creating new relationships with the largest grocery, fuel, and pharmacy groups across South Africa and Africa. Having these partners also banking with FNB is a direct result of the eBucks programme and its ability to drive customer behaviour at these partners.



eBucks' triumph in securing the award for the "Programme with the biggest impact on consumer behaviour" is truly remarkable. Their ingenious approach to incentivising and shaping consumer actions has led to a profound and measurable shift in behaviours. By effectively leveraging rewards and incentives, eBucks has successfully influenced and guided consumer choices, redefining how loyalty programmes can tangibly drive desired actions. This recognition highlights their exceptional ability to drive meaningful change, making eBucks a pioneer in reshaping consumer behaviour through strategic loyalty initiatives.

PAPI RAPOLAI - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



Capitec, being a relative newcomer has certainly made an impact in a very short space of time, in a segment that is traditionally not the easiest to break into. I highly commend the programme in trying to change savings behaviour in this segment and in a short space of time.

KAVEER MAHARAJ - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST PROGRAMME OF THE YEAR: NEWCOMER

THE WINNER



Launched in April 2022, Sasol Rewards have proven to be a win-win solution for customers and the business. Sasol signed up 1 million customers in 8 months and now have 1.2 million 'Sasol Swipas' who have earned R180-R200 million back based on the proposition of instant, transparent and easy earnings, which can be easily spent on fuel or instore purchases. With this earn-spend dynamic, what is earned at Sasol is also redeemed at Sasol, hence has a retailer opt-in of 95%. More important however is that rewards customers account for 50-55% of sales of 680–700 million litres representing a 15-20% increase in volumes which translates into over 2% increase in market share. Clearly then, the launch of Sasol Rewards has proven to be a win for customers in Sasol's business.



The simplicity of Sasol Rewards from ease of sign up, including ability to earn and spend underpinned an engaging and customer centric loyalty and rewards programme. Sasol Rewards was most deserved of being awarded the best newcomer in this category.

BRONWEN ROHLAND - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST RE-LAUNCHED PROGRAMME OF THE YEAR

THE WINNER

(absarewards)

Absa Bank is passionate about providing customers with “value for money” for banking with us. In January 2023, the bank reduced banking fees and relaunched the Absa Rewards Programme by waiving the membership fee giving customers a total relief of R500 million. Creating accessibility to all Absa customers to join the Rewards programme on the enhanced two click sign up on the Absa Banking App. Customers are benefiting from the rich CVP offering of up to 30% in real cash back on everyday purchases. Customers on the Rewards programme are educated via hyper personalised engagements on how to maximise their earning potential. With the relaunch of Absa Rewards, the monthly member growth has increased by 4 times over the last 3 months. The loyalty programme has delivered exceptional results for the bank in the form of more engaged customers, and happier customers as evidenced by marked improvement in net sentiment.

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To be considered a re-launch of a loyalty programme, changes to the programme needed to be substantial. Absa’s re-launched programme waived the entire membership fee and moved from a percentage value to a real value of cash back, simplifying the model greatly. With the generated increase in new members, increased member activity and the use of data to influence transactional behaviour, I believe their gamble to re-launch without a membership fee paid off!

CANDICE GOODMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LONG-TERM LOYALTY PROGRAMME OF THE YEAR : OPEN

THE WINNER



eBucks Rewards' growing list of awards pay tribute to our strides toward developing industry leading innovations in a loyalty programme that millions of South Africans have been benefiting from for the past 23 years. They represent our pioneering efforts to provide customers with meaningful rewards to help their money go further. The programme offers customers the opportunity to earn and spend eBucks at more than 30 online and in-store partners. Not only do these partners gain significant benefit spend from FNB customers (FNB has 34% of SA point of sale spend), but FNB has benefited handsomely from creating new relationships with the largest grocery, fuel, and pharmacy groups across South Africa and Africa. Having these partners also banking with FNB is a direct result of the eBucks programme and its ability to drive customer behaviour at these partners.



A world-class loyalty programme that continues to innovate each and every single year - showing the organisation's genuine commitment to its customers ever changing and ever evolving needs. Turning customer insights into action has enabled them to lead out new Partners, new benefits and new promotions that customers truly value and use.

LEANNE PAPAIOANNOU - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



Clicks ClubCard has proven its value to South Africans for over two decades of customer loyalty. It not only offers rich cashback rewards to its members, but it offers value in store and through its various partners. There is no doubt that Clicks ClubCard is one of the very best South African loyalty programmes and has been for many years.

WENDY KNOWLER - SOUTH AFRICAN LOYALTY AWARDS JUDGE

COMMENDED



Sanlam is commended for the "Best long-term loyalty programme of the year". Their steadfast commitment to fostering enduring relationships through a meticulously crafted loyalty initiative is truly commendable. By focusing on sustained value creation and unwavering customer engagement, Sanlam has raised the bar for long-term loyalty strategies. This accolade is a testament to their dedication and innovative approach, setting a remarkable example for the industry.

PAPI RAPOLAI - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY TECHNOLOGY VENDOR OF THE YEAR

THE WINNER



V&S's rollout of the ordeev.io platform provides restaurants with access to a variety of sales channels and services, tailored to their specific needs and meeting the evolving needs of the digital customer. This allows the restaurateur to effectively manage their digital operations while freeing up resources to focus on what matters most - creating delicious food and providing exceptional customer service. By consolidating all services into one middleware platform, ordeev.io eliminates the headache associated with multiple service providers, reduces the burden on the till, and drives the digital transformation of the hospitality industry. Underpinning the platform is the powerful loyalty program that creates a long-term relationship with the customer and promotes repeat engagement at the right time, with the right message. With ordeev.io we are excited to help restaurants take their businesses to the next level.

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V&S is a great home-grown loyalty tech story. They have honed their restaurant enablement platform by solving proprietors' chief pain points and rapidly expanded to 17 African countries. The technology is scalable, customisable and continuously innovative - offering personalised loyalty rewards to customers which drives up sales for restaurant owners.

NIC BEDNALL - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY DATA AGENCY / VENDOR OF THE YEAR

THE WINNER



Eighty20 is a leading South African data-driven consumer analytics and research business providing a range of services and data products, including a detailed view of all 42 million adult South Africans representing over R4 trillion in earnings per annum. For over 20 years, Eighty20 has been using its combination of strategy, analytics, research and development capabilities to help leading brands execute customer centric strategies that are loved by customers and profitable for business. Eighty20's work in the loyalty industry started with the application of actuarial techniques to help non-insurers better understand the case for loyalty. This work has grown to include customer behaviour analysis, hyper-personalisation and CRM, data enrichment and business intelligence. Over the years Eighty20 has advised and supported more than half of South Africa's leading loyalty programmes from the 2022 Truth and BrandMapp Loyalty Whitepaper.

“*The Eighty20 entry into Best loyalty data agency of the year showcased their ability through a wide breadth of case studies to create effective models using customer analytics data to generate impactful insights which in turn created positive ROI's. A well-deserved winner of the category.*

BRONWEN ROHLAND - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



“*Congratulations to Omnisient! Omnisient's data collaboration platform allows organisations to build data ecosystems while removing historical risks and challenges of sharing data. The platform has seen great adoption by big retailers, banks and insurers in South Africa and abroad. Its potential to help drive financial inclusion is worth highlighting. To date, 150m+ consumer records have been linked anonymously through the platform. Of recent, Omnisient has attracted attention internationally and been recognised by the World Economic Forum as a promising tech pioneer. Well done to Omnisient!*

URSULA KUNI - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST SHORT-TERM LOYALTY MARKETING CAMPAIGN OF THE YEAR

THE WINNER

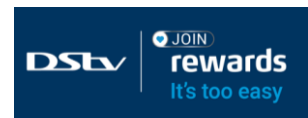


At eBucks Rewards, we attribute our growing number of International and Local awards to our proven track record for developing industry-leading innovations in a loyalty programme that millions of South Africans have been benefiting from for the past 23 years. These awards represent our pioneering strides in providing FNB and RMB Private Bank customers with meaningful rewards to help their money go further. eBucks is positioned as a behaviour-change programme that leverages a unique rewards and value adds partner ecosystem to drive behaviours that are beneficial to the customer while delivering shareholder value. The R2 billion in value given back annually to our customers is now an integral part of many of our programme-entrenched clients' household budgets delivering spend relief on key household spend categories such as groceries, fuel, health care and travel.

“ Congratulations to eBucks Rewards for establishing the most impressive short-term campaign that is customer-centric and considered the socio-economic needs of customers regarding the adoption of technology in the use of virtual cards which reduced banking costs including the impact of the rising fuel and grocery costs. Well done eBucks Rewards!

THANDI JAMBA - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



“ The Judges were extremely impressed with just how well both digital technology and consumer loyalty were integrated within this campaign, giving both control and immediate value back to DStv Rewards members.

NICK CHAMBERS - SOUTH AFRICAN LOYALTY AWARDS JUDGE

COMMENDED



“ Old Mutual is commended for "Best short-term loyalty marketing campaign of the year". Their campaign's ingenious fusion of creativity and tactical precision has undoubtedly captivated audiences, leaving an indelible mark in a limited timeframe. Old Mutual's ability to deliver impactful results through a short-term initiative showcases their agility and mastery of the art of engagement. This accolade underscores their ability to craft compelling narratives that resonate and drive immediate action, solidifying their position as leaders in effective loyalty marketing.

PAPI RAPOLAI - SOUTH AFRICAN LOYALTY AWARDS JUDGE

COMMENDED



“ Fantastic creative campaign with use of multiple media platforms to engage and entice loyalty members to travel. One of the best creative campaigns I have seen in the space.

ANDREW HALL - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST STRATEGIC USE OF DATA ANALYTICS / CRM APPLICATIONS

THE WINNER



The objectives to leverage Clicks ClubCard customer loyalty data to generate insights on Clicks Baby category customers, were twofold: The first was to convert Clicks Baby customers into Clicks Baby Club members. The second was to up-sell and cross-sell Clicks Baby customers to Clicks Private Label brands to boost profitability. Both these objectives generated positive outcomes, with 20,000 new members joining Clicks Baby Club. The Clicks Baby Club loyalty programme follows an insights-driven approach to target the “cost-conscious young mothers” segment based on affinities and behaviour. This segment has since increased by 44% in sales revenue. By leveraging predictive analytics and recommendation models, click-through rates improved, and shopping frequency increased. Advanced analytics enabled triggered communications, boosting campaign ROI by a further 10%. Targeted cross-selling campaigns converted customers to Clicks Private Label brands, elevating the Clicks Baby category profit. Opportunities for cross-selling into beauty and health departments were also identified.

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Congratulations to Clicks on the outstanding use of data analytics in creating new customised loyalty initiatives. The Clicks Baby Club and resultant cross and up-selling opportunities with Clicks private label, has not only grown the segment in the last 12 months; it has also increased sales in the baby category. This is a great example of leveraging data to create meaningful insights that have a direct impact on the customer experience and revenue line. Well done to the Clicks Team!

VARSHA RAMESAR - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



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Using customer data to create highly personalised value, whilst at the same time reducing marketing wastage and delivering bottom line returns, showed to the Judges how closely aligned the data science team were to the overall business objectives.

NICK CHAMBERS - SOUTH AFRICAN LOYALTY AWARDS JUDGE

COMMENDED



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TFG has shown excellent results through their CRM and are commended on clearly outlining how their campaigns have impacted their business. The integration and consolidation of data across multiple brands / businesses is impressive.

KAVEER MAHARAJ - SOUTH AFRICAN LOYALTY AWARDS JUDGE

MOST INNOVATIVE USE OF TECHNOLOGY FOR LOYALTY



THE WINNER

eBucks Rewards, South Africa's (SA) leading rewards programme offered by First National Bank, is focused on driving healthy banking behaviour and money management principles across several financial pillars: Transact, Lend, Invest, Insure, Home, Car, Telecoms and Lifestyle. In recent years, additional focus has been placed on the adoption of convenient and secure technological enhancements such as digital banking and virtual card. eBucks alone has had more than 292 million unique engagements during the past year, supported by the technological feat that is the FNB/RMB Private Bank App. A strategically optimised platform, the App is focused on providing carefully mapped user journeys that bring the best of eBucks features and benefits to our clients, whilst seamlessly catering to their daily banking needs. Via the app, customers can easily grow within the eBucks ecosystem by accessing the multitude of functionalities designed for them to get the most out of our award-winning programme.



eBucks with a multi-award winning South African Loyalty pedigree continues to impress by winning Best innovative use of technology. The range and scale of application innovation is truly impressive, and the levels of loyalty value redemption indicate they are helping consumers find, utilize, earn and burn loyalty value with ease despite the complexity of choice typically found in contemporary banking Apps.

NIC BEDNALL - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



Many commentators within the loyalty industry believe the development of universal reward currencies represents the natural evolution for large scale customer loyalty programmes. It is great to see such an iconic brand leading the innovation in this area.

NICK CHAMBERS - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST USE OF MULTI-CHANNEL LOYALTY COMMUNICATION / ENGAGEMENT INCLUDING SOCIAL MEDIA

THE WINNER



TFG Rewards Festive campaign: The objective was to increase the volume of known customers by driving the swipes of its loyalty card. The campaign “R4.5 million more reasons to SWIPE!” invited TFG Rewards members to SWIPE at any TFG store, to win their purchase FREE, in real time. All qualifying members received an exclusive game link to engage further and earn more vouchers. The campaign was supported in Outdoor and on social media (incl. influencers) to drive footfall and engagement. Campaign success was measured against the +33% uplift in Rewards transactions and 111k new members joining with a qualifying spend.



TFG's integration between a card swipe and gamification was an innovative way to drive engagement across two platforms (POS / digital). Further supported by their marketing strategy across key channels provided them with a solid campaign driven through loyalty.

KAVEER MAHARAJ - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



Congratulations to Legacy Lifestyle on being highly commended. Legacy Lifestyle has seen a significant impact of their campaigns, with a very positive ROI. Engagement with their customers has been across multiple platforms from App to TikTok, resulting in an increase in brand sentiment and overall brand engagement. Well done to Legacy Lifestyle on these significant achievements!

VARSHA RAMESAR - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST USE OF GAMIFICATION OF THE YEAR



THE WINNER

Vitality Active Rewards is a globally recognised in-app programme that encourages and rewards users for living well. The programme adopts key principles of behavioural science to offer members a consistent goal mechanism in the form of a weekly, personalised goal. It rewards them through a flexible rewards platform that monetises their healthy behaviours to provide immediate rewards or savings. Following the success of the South African Vitality Active Rewards programme, the model has since been exported globally. The ecosystem transcends cultural, market and language barriers, having been embedded, in over 150 partner programmes, impacting 30 million lives across the world. Vitality Active Rewards has received international recognition. It earned Bronze at the 2020 Efma-Accenture Innovation in Insurance Awards.

“*Gamification is at the absolute heart of this loyalty programme and truly shows the power of gamification when it is central to a loyalty strategy, rather than a plug in. This central mechanic drives member participation, engagement, value and behavioural changes that benefit the business, the customer and the community - a win-win-win!!*”

LEANNE PAPAIOANNOU - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



“*TFG's earn & burn gamification strategy was simple yet innovative and strengthened brand equity and cross-selling across their 34 retail stores. It rewarded both transactional behaviour as well as non-transactional behaviour allowing both the brand to learn about their customers through data collection, as well as the customers visually and interactively learning more about the brand and its offerings, seamlessly across digital and physical environments. With their year-on-year increased registration rate, reward redemption rate, increased members' savings and increased revenue, they proved that gamification is very effective in increasing their member engagement while delivering business results.*”

CANDICE GOODMAN - SOUTH AFRICAN LOYALTY AWARDS JUDGE

COMMENDED



“*Well done eBucks Rewards for continuously pushing the envelope beyond all limits thus enabling frictionless and value-added customer experience through the use of gamification by means of centralizing all the necessary tools for customers to interact with the eBucks Rewards programme while maintaining long-term valuable relationships with customers.*”

THANDI JAMBA - SOUTH AFRICAN LOYALTY AWARDS JUDGE

BEST LOYALTY COMMUNITY OR ENVIRONMENTAL INITIATIVE / CAMPAIGN

THE WINNER



MySchool MyVillage MyPlanet (MySchool) is a community loyalty programme that celebrates 26 years of making a long-term sustainable difference in South Africa, this year. We are a country with great needs and, fortunately, an even stronger culture of giving. The card gives supporters the ability to make a tangible difference in the lives of millions of people, animals and the environment, at no cost to themselves. Built on the premise “Make every swipe count”, MySchool MyVillage MyPlanet supporters to raise funds for their chosen beneficiaries, by swiping their cards every time they shop at partners. Partners contribute a small percentage of supporters’ spend on their behalf, to up to three nominated beneficiaries, from a choice of over 8500 causes. To date, over R1 billion has been given back to those who need it most. MySchool MyVillage MyPlanet makes giving simple.



One of the originals as far as the South African loyalty landscape. They keep on delivering! Outstanding programme making a meaningful difference in South Africa. Deserved winners with outstanding results. Congratulations and here's to 27 more years of making a difference.

ANDREW HALL - SOUTH AFRICAN LOYALTY AWARDS JUDGE

HIGHLY COMMENDED



Discovery has enabled thousands of Vitality members to improve more than 700 000 people’s lives through their MoveToGo initiative, a simple donate your rewards program that makes a material difference for much needed causes.

NIC BEDNALL - SOUTH AFRICAN LOYALTY AWARDS JUDGE

INDUSTRY TEAM OF THE YEAR



It was a unanimous decision by the judges to award industry team of the year to eBucks. No other loyalty brand has ever been awarded six awards in one year. This is truly representative of eBucks' loyalty leadership, both here in South Africa and on the international stage. Not only are the South African Loyalty Awards judges recognising eBucks, but in 2023 eBucks was also recognised for three different awards at the International Loyalty Awards. There is certainly no other team in 2023 who deserves this more.

AMANDA CROMHOUT - JUDGING CHAIR OF THE SOUTH AFRICAN LOYALTY AWARDS

KEY DATES 2024

16th February	Loyalty Awards 2024 opens Open for entries
17th May	Loyalty Awards 2024 closes Closed for entries
31st May	Loyalty Awards late entries 2024 closes Late entries closed
August	Loyalty Awards 2024 judging Judging commences
September	Announcement of winners at Leaders in Loyalty Summit

The Loyalty Awards South Africa would like to thank all the brands that entered this year's awards. We look forward to your entries in 2024!

South Africa Loyalty Awards is an initiative by © Truth Leadership & Marketing Solutions (PTY) LTD 2015/391318/07

Truth is the owner and operator of the South African Loyalty Awards and its website located at www.southafricanloyaltyawards.com

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