

LOYALTY: IT'S NOT JUST FOR PROGRAMS ANYMORE

MODERNIZE YOUR APPROACH TO CREATE LONG-LASTING BRAND LOYALTY



THE ROLE OF LOYALTY TODAY

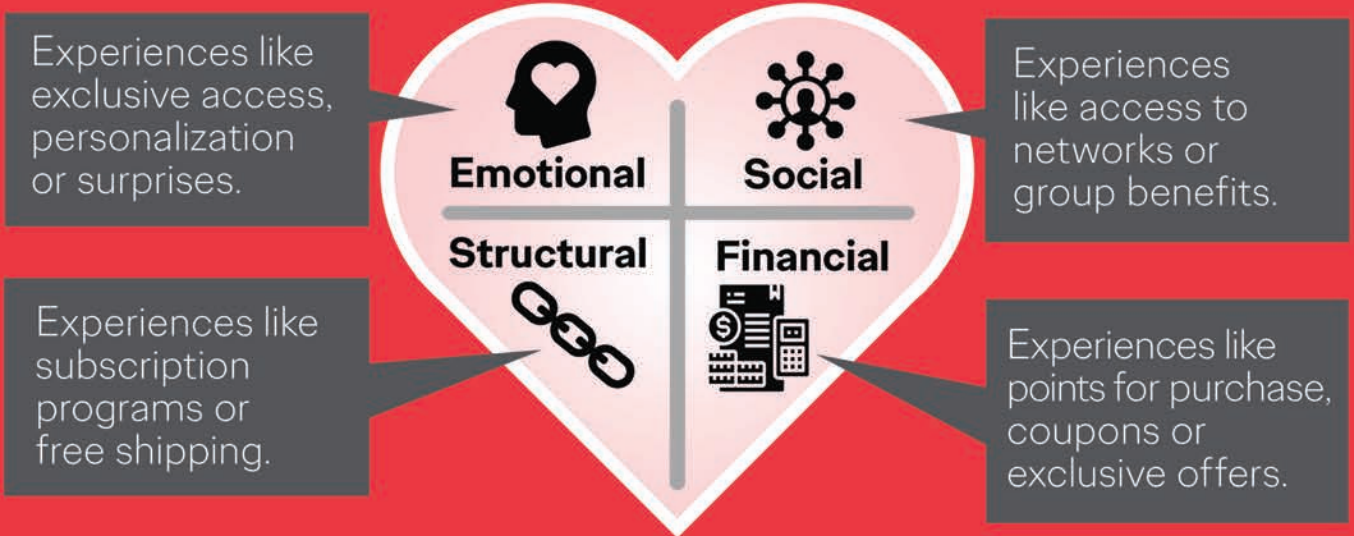
BUSINESS CHALLENGE	ROLE OF LOYALTY
Low customer identification rate	Reward members for identifying themselves, allowing for personal experiences across all journey interactions.
Customers recognition	Deliver more personal, meaningful experiences via first-party data.
Unaware of full offerings	Unify and simplify access across a brand's ecosystem of offerings.
Disjointed customer touchpoints	Synchronize messaging and promotions while considering members' communications preferences.

“Loyalty is broader now, even all-encompassing. Customer knowledge helps modern brands gain and deepen customer relationships. And even when a currency is in place, personalization, creativity, and values are paramount.”

-Bill Baker, CEO, The Lacey Group, An Ogilvy Experience Company

Brand devotion requires four types of bonds with consumers

These four components extend a company's brand value and differentiate its loyalty proposition



At Ogilvy Experience we view loyalty as total customer value management.

We help brands navigate an end-to-end customer journey that requires integration across teams.

