



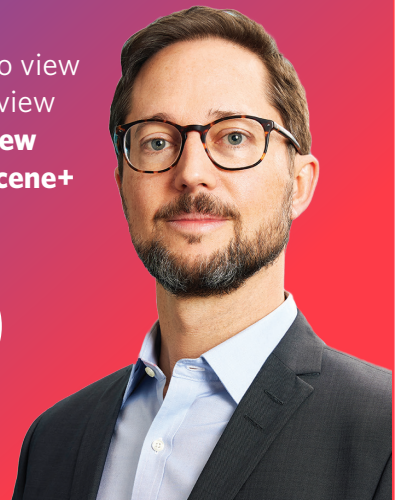
# Live on the Scene+

## Loyalty Program Shows No Signs of Slowing

By Mark Johnson, Loyalty360



Click here to view  
to our interview  
with **Matthew  
Seagrim, Scene+**





Scene<sup>+</sup>

SO MANY REWARDS.  
SO MANY PLACES.



With over ten million members, Scene+ is one of Canada's leading loyalty programs. What began with movie rewards, today encompasses everything from retail to entertainment, restaurants, travel, and groceries. Scene+ is leading the loyalty sector into a new frontier.

A joint rewards venture between Scotiabank, Cineplex Entertainment, and Empire Company Limited. Scene+ is free to join. Members earn points by making purchases on travel, movies, dining and shopping using the Scene+ app. Pairing a Scene+ membership with many Scotiabank credit and debit cards earns rewards even faster.

Loyalty360 CEO Mark Johnson spoke with Matthew Seagrim, Senior Vice-President of Scene+, about the company's growth, its recent launch with Empire Company Limited, and the challenges and opportunities in customer loyalty in the wake of the pandemic.

### Introducing a new loyalty program to the SCENE

Cineplex is one of Canada's most popular destinations for entertainment. Fifteen years ago, despite having tens of millions of guests annually, the company had little data on its customers.

Scotiabank, on the other hand, was one of Canada's largest financial institutions and had plenty of insight into its customer base. However, the bank was looking for new and innovative ways to engage with its customers and bring in new business.

When the two companies met in 2006, they realized they could create a unique program to benefit both brands equally and give back more to their members. By joining forces, the two brands were able to combine their strengths to build a program neither one could accomplish independently. The collaboration led to the creation of SCENE; a jointly owned loyalty program focused on rewarding moviegoers. This was the first partnership of its kind, and one that had the potential for infinite growth.

### The best opportunities come in pairs

By 2015, SCENE had become one of the leading entertainment programs in Canada. It was designed to engage with Cineplex guests and focused primarily on movie rewards. The program's five million members were looking for more ways to be rewarded. SCENE saw this opportunity to take the rewards program in an expanded direction, and the brand built a new vision for the program: to become the leading entertainment program in the country.

The company retooled its brand position and go-to-market strategy and formed new partnerships with like-minded businesses that would bring the most value to both its members and its partners. With this new strategy in place, SCENE doubled its program with over 10 million members in Canada, which translated into over 50% of households in Canada being SCENE members.



At the same time, Scotiabank was working with two programs. It had the partnership in place with Cineplex, SCENE rewards, plus its own proprietary program, Scotia Rewards. The two initiatives were complementary, and while there was an overlap in membership, there was an opportunity to combine the programs to create a more engaging rewards program. In December 2021, the companies merged SCENE and Scotia Rewards to create Scene+. The response has been positive across the board.

The launch was no small undertaking. Over two years in the making, the program has contributed to the success of the brands notably by:

1. Enhancing the program for its members with added rewards;
2. Cementing Scene+ as Scotiabank's enterprise loyalty strategy;
3. Creating new opportunities to leverage data, marketing and personalization capabilities.

As a result, Scene+ became a much broader loyalty rewards program encompassing movies and entertainment, dining, travel, shopping and merchandise. In addition, the bank expanded the number of financial services products associated with the program. All of this positioned the program for growth.

### Building a loyalty "Empire"

Some companies may say if it ain't broke, don't fix it, and with 10 million members and growing, Scene+ could easily rest on its laurels. However, the company knew there was always room for growth and opportunity, and recently announced the next chapter in its evolution by welcoming Empire Company Limited as a new co-owner.

During the evolution of Scene+, members voiced the desire to earn and redeem points for everyday items like groceries. The brand had already expanded its offerings into travel and merchandise and added new ways for members to engage with the program. By welcoming Empire into the fold, as it rolls out across Canada through to 2023, the program will add 1,500 additional locations in key categories such as grocery, pharmacy and liquor by early 2023.

Like Scotiabank and Cineplex, Empire has chosen Scene+ as its enterprise loyalty strategy and is a one-third owner of the company. As one of Canada's largest employers, Empire brings leading brands such as Sobeys, IGA and Safeway into the program and has brought Scene+ to an all-new level.

Adding grocery to the program was a major investment. Grocery loyalty programs are hyper-competitive, and customers' needs are highly personal. In order to deliver in the space, Scene+ has made major investments in personnel and technology to deliver personalized content at an unprecedented scale. In addition, the integration of grocery has allowed the company to drive orchestration across all channels within the organization among its owners and partners.

The opportunities for growth are endless. Scene+ was originally built with data at the core to build a rich understanding of its customer. With the expansion, the brand is combining data from all channels – financial services, entertainment, dining, grocery, digital - that will allow it to serve customers in a meaningful and impactful way.

The brand is constantly setting new business goals, and after fifteen years, the program is in half of the households in Canada.

“We’re truly just getting started,” says Matthew Seagrim, Senior Vice-President of Scene+. “We’ve surpassed the goal to be the most loved and relevant entertainment program. We want to be Canada’s most loved loyalty program.”

## Getting personal with loyalty strategies

Personalization is increasingly important for brands and consumers, and it has been a core focus with Scene+ since its inception. With the transformation of the program and the addition of the Empire partnership, the business has had to accelerate its approach to personalization dramatically.

“We completely rebuilt our data infrastructure,” Seagrim explains.

To scale and accommodate the volume and complexities of the new data, plus keep security and privacy at the center, an overhaul of the infrastructure was imperative. The team worked to restructure the data to make it more accessible to its partners, and dramatically expanded analytics, marketing and delivery teams to ensure the capacity at the new scale.

But building out a new value proposition presents unique challenges. With 10 million existing members and growing, Scene+ is working hard and fast to personalize its go-to-market strategy and the customer journey.

“This unique structure creates the need for some unique solutions,” says Seagrim.

As its analytics capabilities expand, the company focuses on collaborating across the ecosystem with its brand partners to provide members with consistent communications across all channels. Collaboration is key to presenting a consistent, cohesive story to the members that represents their needs and interests.

## “Better Together” even six feet apart

As a brand that revolves around bringing people together, Scene+ hit quite a hurdle when Covid swept the nation.

“We had to pivot, and then pivot again,” says Seagrim.

Sports, music, movies and dining were no longer communal events for family and friends to congregate. At the height of the pandemic, Scene+ was already well underway with its new transformation, but the company found itself zeroing in on its purpose.

The program was all about togetherness, and during lockdown, they changed their focus from togetherness in the theater, in the restaurant, and in the stadium to a new platform based on the same core principles. The “Better Together” platform created new opportunities for members to connect with each other



without being together physically. This included shifting to at-home entertainment, food delivery, and creating new virtual experiences.

The company retooled its personalization capabilities to identify not only its members’ interests, but the Covid levels and restrictions in the members’ communities. The restrictions required the brand to work with new partners to offer perks and redemptions to reflect its members’ needs as well as social distancing and other restrictions put in place in their communities.

While the brand was concerned about disengagement, the members responded positively to the changes.

During this time, the brand was working on the launch of Scene+, merging SCENE with Scotia Rewards. The new program expanded opportunities for member engagement, with the added ability to earn points through online purchases, new redemption categories and new digital platforms.

With the launch of Scene+ at Empire locations starting in Atlantic Canada and gradually rolling out across Canada, the program is expanding again into everyday purchase categories including grocery, pharmacy and liquor.

“This is another massive evolution of the program and the start of an exciting new chapter,” adds Seagrim. “We’re really excited to share that with all of our members, old and new, as we grow.”



Visit <https://www.sceneplus.ca/>



# Fans Applaud Vivid Seats Loyalty Rewards

By Mark Johnson, Loyalty360

Click here to view to our interview with **Tyra Neal, Vivid Seats**





There may be no fanbase more loyal than that for musical artists and sports teams. Fans remain loyal between albums and tours, and even the most underdogs of sports teams witness some of the most powerful displays of loyalty. So, it's only natural for a ticketing company to reward these fans for their constant loyalty.

But it also begs the question, with built-in loyalty, why would a ticket-seller need to enter the customer rewards realm?

Loyalty360 CEO Mark Johnson spoke with Tyra Neal, Chief Marketing Officer at Vivid Seats about the company's innovative customer loyalty strategy and the growing desire for community in a post-covid world.

Neal has been with Vivid Seats in the role of Chief Marketing Officer for a year, but she brings with her a wealth of experience leading growth, engagement and e-commerce for a number of influential retailers. As a passionate fan of live events herself – on a mission to see a game at every MLB stadium - she can connect with Vivid Seats' customer base on a personal level, being not only a c-level leader, but a brand ambassador as well.

### Customer-first attitude makes the difference

Vivid Seats is a national online ticket marketplace, serving the concert, sports and theater markets across the United States and Canada. As the official ticketing partner for ESPN and Rolling Stone, what sets Vivid Seats apart from other secondary ticketing marketplaces is its customer experience. In fact, Newsweek has

awarded Vivid Seats as one of America's Best Companies for Customer Service in ticketing, three years in a row. With the company's 100% Buyer Guarantee, buyers don't have to beware.

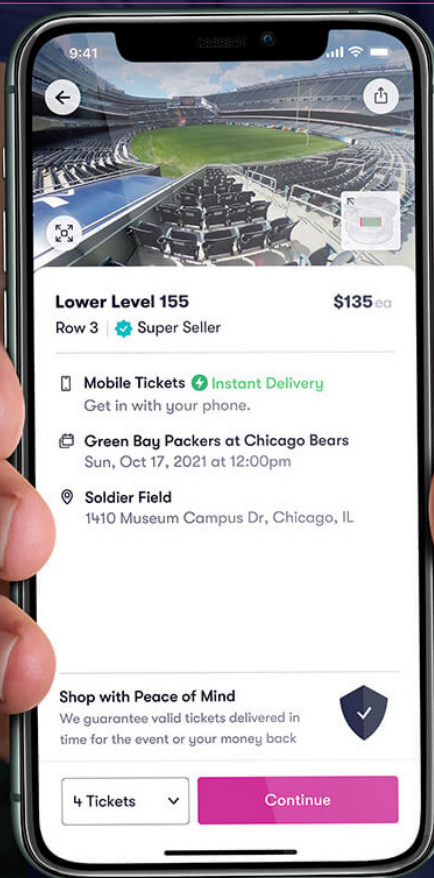
Purchasing concert tickets is an event in itself. Waiting for the band to announce the show, logging onto the website or app, waiting in the queue, picking out seats, all the while crossing fingers and toes that everything will be set for showtime – it's enough to rattle anyone's nerves. That's why Vivid Seats takes such an attentive approach to its customer service and buyer guarantee.

Says Neal, "We ensure in our Buyer Guarantee that tickets are delivered on time, verified, accurate, and if there is ever an issue, we will solve it with comparable tickets, or even better ones in some cases."

### Three cheers for more rewards

The philosophy behind Vivid Seats is all about community, and the power of shared experiences to unite people and help them connect.

Being in an industry that is driven by loyal fans, Vivid Seats takes loyalty to heart. Fandoms live and breathe the artists and teams they support, they buy the merch, wear the hats, and they are the people buying the tickets, keeping brands such as Vivid Seats thriving. It could be argued that loyalty is the business. Which is why Vivid Seats views loyalty as a two-way



street, and believes in rewarding the fandom for being loyal not only to the artists and teams they love, but to their ticket seller as well.

The notion is simple: “Our loyalty is built with those passionate and loyal customers in mind. The more the fans cheer on their home team, the more we reward them in turn,” says Neal.

In fact, Vivid Seats is the only brand in its industry to have a loyalty program: Vivid Seats Rewards. The rewards program was designed with avid fans in mind, but it also empowers all fans to benefit from the program with benefits earned after just one or two events.

All tickets are eligible for Vivid Seats Rewards. Users automatically collect one stamp per ticket, and after they accumulate ten tickets, they earn a credit toward their next ticket order. The program encourages users to offer to buy tickets for their friends to earn rewards even faster. Rewards credits are automatically loaded onto the account and can be redeemed in the Vivid Seats app. Credits can be redeemed on any ticket with no exclusions and can be used as partial payment if the Reward Credit does not cover the purchase total. Any remaining credits can be saved for future purchases.

In addition, the most loyal customers receive surprise and delight upgrades, exclusive event access and other rewards geared toward “keeping people doing what they love.”

The brand recently relaunched a holistic brand refresh with a brand new app experience, and new website, as well as a revamped loyalty program with added ancillary upgrades.

## Connecting fans with unforgettable experiences

Vivid Seats looks for mutually beneficial partnerships that will improve its relationship with its customers and drive loyalty to the brand.

As a leading entity in the music realm, a partnership with Rolling Stone was a natural fit for Vivid Seats. While the two companies had enjoyed a successful relationship for many years, Vivid Seats was recently renewed as the Official Ticketing Partner for Rolling Stone. This partnership provides access to Rolling Stone’s readers and fans, and allows the two brands to leap forward with integrated content. Vivid Seats Rewards gives Rolling Stone’s fans up close and personal access to their favorite artists, including exclusive Q&A sessions and experiences.

Through Vivid Seats Rewards, Rolling Stone fans are treated to surprise and delight campaigns with exclusive afterparties to such coveted events as the Superbowl and Lollapalooza.

Says Neal, “it’s a great way to connect to avid music fans and create unforgettable experiences.”

## Delivering personalized perks and experiences

There may be nothing more personal than a person's taste in music, so to a brand such as Vivid Seats, personalization is a key driving factor in customer loyalty. But amidst the privacy concerns and emerging regulations, the brand needs to look at new ways to collect data to provide these personalized offers and experiences. The answer comes in first-party data collection. When a customer is willing to share information, the brand can tailor the experience to that consumer's preferences which ultimately drives brand loyalty.

"We are always looking for ways to make discovering and shopping for events easier," Neal explains. "Willingly receiving the information from the customer provides them with a better experience."

When fans set up their account in the app, they are encouraged to add their favorite artists and teams, and provide other personal information that will connect them to relevant events in their area. When consumers connect the Vivid Seats app to their Spotify account, the app tracks the music streamed and can make personalized recommendations for upcoming events. In addition, the Vivid Seats Rewards program offers birthday rewards and other personalized perks from the data received.

"We have a lot of data to get the right message in front of the right customer at the right time," says Neal. And the data seems to suggest that Vivid Seats is building brand affinity.

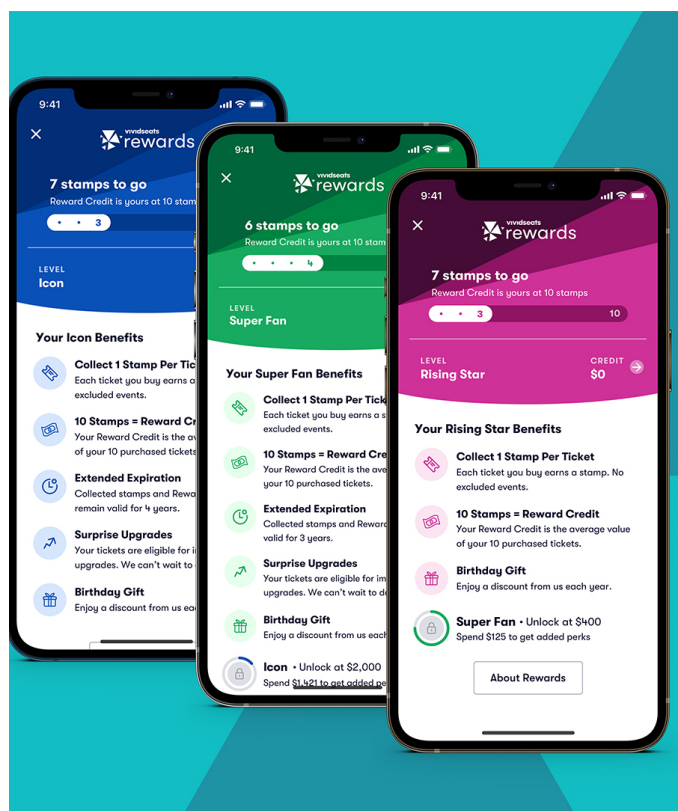
The loyalty program is working well for the brand, fostering brand awareness and assisting the company in its transition from being a transactional brand to an experiential one. To measure the efficacy of the program, the brand focuses on repeat rates and how those change over time.

"Early in the journey we saw some really encouraging signs," says Neal. "After NHL and basketball season, we saw upwards of a ten percent increase in repeat rates. We are seeing similarly encouraging signs during MLB season as well."

## Making lasting memories

In 2019, when the first whispers of the Covid virus were emerging in the United States, concert promoters were still booking national tours, bands were selling out stadiums months in advance. But when the spread of the virus hit the shores, the industry essentially shut down. Stay-at-home orders and social distancing regulations had concerts on perpetual hold and sports teams with cardboard cutouts in the stands.

Vivid Seats witnessed a massive transformation in the industry as well. Even before the pandemic, the company was noticing a shift from consumer spending on products to experiences. After the pandemic, this behavior boomed. After months and even years of isolation, consumers emerged from the pandemic



hungrier than ever for interaction, seeking connection through live events, and even traveling further and with more people to experience these events.

But the loyalty never waned. As Gerard Way of My Chemical Romance stated at a recent stop along the sold-out nationwide tour, "It was brought to my attention that some of you have been waiting 932 days for this. I so appreciate you sticking it out, waiting around and coming to the show tonight."

Neal sums it up, saying, "Memories are more important than things."

Visit <https://www.vividseats.com/>





# Cohesive Customer Loyalty Program Encompasses “ALL of Accor”

By Mark Johnson, Loyalty360

Click here to view our interview with **Sabrina Liliew, Accor Hotels**



What began as a single hotel in Paris in 1967, today Accor is a world-leading hospitality company consisting of 5300 properties and 10,000 food and beverage venues in over 110 countries.

Brands such as Fairmont, Sofitel, Mercure, Ibis, Adagio, Raffles, Swissotel, 21c Museum Hotels and SLS all fall under the Accor hospitality umbrella. In fact, Accor encompasses not only 40 luxury, premium, midscale and economy hotel brands, but restaurants, nightlife venues, bars, branded private residences, concierge services, coworking spaces and more.

As a company that oversees 54 brands in industries as varied as the countries they represent, Accor needed a cohesive loyalty program to unite all customers under all brands in all locations. Enter ALL – Accor Live Limitless, the new lifestyle loyalty program that brings all Accor rewards, services and experiences into one fully integrated global platform, giving the most loyal members access to “ALL of Accor.”

## Uniting Properties and Customers

The recently launched ALL-Accor Live Limitless customer loyalty program now encompasses a myriad of properties, programs and experiences to drive customer acquisition and retention.

In 2008, Accor announced its first global multi-brand loyalty program, A-Club. The name was changed in 2012 to LeClub AccorHotels, to support the company’s distribution platform, AccorHotels.com, and was a traditional, transactional point-based program. The original loyalty program spanned 27 hotels across 13 brands in 92 countries.

To strengthen the luxury portfolio, Accor acquired FRHI (Fairmont, Raffles, Swissotel) in 2016. At that time, those hotel brands each had their own specific brand loyalty programs centered around recognition and personalization with no points.

When these three recognition-centered loyalty programs and their members were integrated into LeClub, work had already begun in the rebranding efforts for the loyalty program. There was a vision of augmented hospitality, for Accor to be more than just a hospitality group, but to become an ecosystem of brands and business solutions, all linked together within one cohesive loyalty program.

From that, a new vision was born: Accor Live Limitless, or ALL, introducing members to premium status levels, richer benefits and more partnerships within one digital app. In addition, the company made the decision to merge its distribution platform with its loyalty programs for a more cohesive technology base.



Sabrina Lillew, VP of Loyalty Programs and Partnerships at Accor, explains, “Anyone who has been part of a loyalty program integration understands all the complexities involved in such an undertaking. And I have to say that being an integration team lead was one of the most challenging and rewarding parts of my career. It’s not something that happens every day; it’s a unique opportunity.”

The launch of ALL - Accor Live Limitless signified the transformation from a traditional points-based loyalty program that focused on transactions to a lifestyle loyalty program that focused on the guest. ALL is no longer about recognizing members when they are staying on-site, but about offering rewards, services and experiences across all channels to bring value to members no matter where they are or what they’re doing.

Today, the ALL customer loyalty program reaches 4100 hotels across 40 brands in 110 countries with 68 million loyalty members.

### Building Emotional Loyalty Along All Touchpoints

According to Lillew, “Emotional loyalty is about creating a greater bond and stronger relationship with the customer.”

Using data collected through preferences guests share with the brand, Accor can create meaningful and personalized experiences to build emotional loyalty with its consumers.

With the launch of ALL, Accor can interact with guests throughout their journey, not necessarily just while the guest is staying on property or at a particular touchpoint.

Consumers are more willing to engage and share information with brands they trust. They are even more willing to provide zero-party data when they can see the benefit and value in how that data is used. Accor recognizes its customers with highly personalized experiences throughout the journey, giving members incentive to continue to engage with the brand at any given time.

### Money Can’t Buy These Experiences

Accor brands have always seen the benefits of partnerships, with 90 partners across multiple sectors worldwide. Says Lillew, “What really anchors ALL in our members’ everyday lives are the partnerships, the experiences that we bring that go well beyond the stay.”

During the loyalty program renovation, Accor performed extensive research with its customer base, and asked its guests, “What are you passionate about?”

They answered:

1. Dining
2. Music and Entertainment
3. Sports

The answers were not surprising, but they were insightful. Based on those results, the initial strategic partnerships were aligned with those passions.

- To appeal to the foodies, Accor partnered with IMG to bring food festivals and access to renowned chefs.
- Music lovers could enjoy tickets to live concert events through a partnership with AEG.
- Sports fanatics cheer on the Paris Saint-Germain Football Club with Accor as principal partner and jersey sponsor.

In addition, Accor recently partnered with Fever to expand ticketing access for events and experiences whether members are going out for the evening in their local city or traveling. The ambition is to not only introduce new partnerships around mobility and financial services, but also to expand existing partnerships. These partnerships create additional value for members and give the company an opportunity to engage on a deeper level, in a more meaningful way, on an everyday basis. Adds Lillew, “If you find value in something, you tend to engage with it more. Our hotels and brands have tremendous partnerships, which allow us to extend some of these money can’t buy experiences to our members.”

Some of these money can’t buy experiences include tickets to the Tony Awards, the Critic’s Choice Awards, and New Year’s Eve in Times Square.

### We Are All in This Together – Loyalty in the Time of COVID

The COVID pandemic wreaked havoc on the travel industry as a whole, and while many companies had to take a duck and cover approach, Accor had a different way of thinking.

Lillew was there on the frontlines with a brand-new rewards program, cementing ALL as a way to reach the jet-set even when they were stuck at home.

“Timing is everything. When we launched ALL, it was three months before the pandemic, so a bit unfortunate timing from that perspective.”

Some brands might see that as a defeat, but ALL launched benefits members could access at any time. One such benefit was Limitless Dining, giving members the opportunity to earn rewards points when they were having a drink or a meal in one of the Groups hotels, even if they did not book a stay. This benefit allowed guests to engage with the hotel and earn points even during travel bans.

“What was interesting,” adds Lillew, “was not realizing at the time just how meaningful that benefit would become to our members with all the travel restrictions that were in place.” Accor has since expanded those benefits to include Limitless Golf in North America where members earn rewards points at branded golf courses without staying on property.



Accor stayed connected with its members early on in the pandemic when stay-at-home orders were in place by providing them with virtual experiences curated by the hotel that could be enjoyed from home. These virtual experiences included online cooking classes with renowned chefs, and mini yoga sessions and health and wellness from spa experts. A partnership with Fever Original Candlelight Series gave members access to virtual concerts.

Lillew says, “These were incredibly well received and appreciated by members. It was like we had an understanding of what they were going through, and we were giving them access to do something and enjoy it from home.”

### Curating Those Instagrammable Moments

Prior to the pandemic, brands were already experiencing an evolution in loyalty programs to mirror shifting customer needs and expectations. Guests are looking away from points-based programs and toward unique experiences. They want the Instagrammable moments.

During the pandemic, when people were stuck at home and there was so much uncertainty, it accelerated the mindset that experiences are more valuable than things. Now more than ever, guests want to get out and travel, to immerse themselves in experiences that create long-lasting memories and enrich their lives.

“Customers are no longer looking for transactions,” says Lillew. “They are looking for things they are passionate about. A successful loyalty program will be one that can adapt to these customers’ quickly changing expectations and be able to deliver on these types of experiences.”

Visit <https://all.accor.com/>

MARGARITAVILLE

# Escaping to Paradise with Margaritaville Perks

By Mark Johnson | Loyalty360



Click here to view our interview with **Claudia Infante, Margaritaville**



"The loyalty is there, it's our job not to screw it up" – Claudia Infante, Senior Vice-President of Revenue Strategy at Margaritaville

Margaritaville is more than a brand, it's a lifestyle. From the first chords of Jimmy Buffett's iconic song, the Margaritaville lifestyle is all about the chill, that booze in the blender and the shrimp beginning to boil, and the loyalty program reinforces this mindset with a no points, no tiers, no stress rewards system. What began as a t-shirt shop and a restaurant 25 years ago, is now a global lifestyle brand, encompassing everything from places to stay, places to eat and homes to buy, to consumer goods, and even frozen foods. If you can think it, Margaritaville is a part of it.

## Margaritaville Perks Are a No-Brainer

Margaritaville recently launched a unique loyalty program, Margaritaville Perks. Not coincidentally, the program was launched on February 14th, Valentine's Day.

Claudia Infante, Senior Vice-President of Revenue Strategy, at Margaritaville, says, "Margaritaville Perks was born out of our desire to show our appreciation to our consumers and express how much we love them. That's why we launched on February 14th, Valentine's Day, because we love our guests."

The program is unique in its simplicity. There are no points, no tiers and it is free to join. Margaritaville Perks members have no points to calculate, no tiers to reach, every purchase earns a reward. It's that simple.

## Personalized perks encourage both guests and employees to participate

The Margaritaville brand encompasses an expansive loyalty

experience, from homes to vacation rentals, restaurants, home furnishings and even frozen foods. Because of this expansive offering, the company has the ability to understand its consumers more holistically.

With this understanding comes the ability to personalize on a level not seen by most brands. The data collected allows the company to predict consumer buying habits and behaviors, and implement personalization on a much broader level.

Margaritaville Perks was originally beta tested by a select group of consumers and worked with partners in the hotels to deliver the program in a very controlled environment. Twenty-five thousand consumers signed up for the program before it went live, and numbers have skyrocketed. Membership doubled in the first week of the program launching.

Working directly with the hotels drives the engagement and the experience of the Margaritaville Perks to guests. Each hotel offers guests customized perks based on that particular property, making the experience localized and personalized, encouraging engagement on both a hotel and guest level.

## Loyalty programs depend on a collaborative environment, both in technology and the human factor

When creating a loyalty program, collaboration is key. It is imperative to collaborate early on with all departments and team members who will be involved in the program. When working with legacy software, it is crucial that the old and new technology work together to communicate and provide the data necessary to support and evolve the loyalty program.



**KPIs reinforce the belief that loyal customers are the best customers**

When Margaritaville tracked data on members of the Margaritaville Perks loyalty program compared to non-members, the findings were not surprising, but they reinforced the projections.

The company discovered that not only were members booking earlier, but they were using the loyalty program to their full advantage, staying on property and redeeming all of the perks made available to them. The Margaritaville Perks guest booked for longer periods and spent more in brand restaurants and retail.

It is important for Margaritaville to foster those KPIs and those consumer relationships to develop an advocacy for their brand through their loyal members. The greatest reward for any brand's loyalty program is for the consumers to become ambassadors and advocates.

**Margaritaville emotions far surpass the brand**

Emotional loyalty is attaching an emotion to a product or a place. Margaritaville is an emotion that has been around for longer than the brand. It began with an artist. With a song. With a loyal following of Jimmy Buffett fans and fans of a laid-back, island lifestyle.

Says Infante, "The beautiful thing about this brand is that the emotional loyalty has already expanded through its consumers. It's older than the hotels, it's older than the restaurants. Margaritaville is a brand that evokes emotion. You may never have stayed at Margaritaville resort, but the name itself evokes

an emotion. When I tell people I work for Margaritaville, the first thing they do is smile."

**You can't buy this kind of loyalty**

"There is something about the feeling and the emotion that is inspired by Margaritaville," Infante stresses. "You can't buy that with any loyalty program, it doesn't matter how sophisticated your technology is, you can't buy that. That already exists for us. All we are doing at this point is fostering that feeling, nurturing that relationship and quite honestly, our job is not to screw it up. That's it. We already have the consumers' loyalty, we just need to take care of them. Our job is to deliver fun and escapism, and everyone across the brand works every day to do that in every single environment."

**What do you think the next big thing will be for your brand's approach to customer loyalty?**

Margaritaville is unique in its all-encompassing experience. It is not just a hotel, a restaurant or a drink mixer, it's a lifestyle. There is no other loyalty program that can transcend hotels and restaurants and retail, and follow a consumer's journey across the brand. This puts Margaritaville in a position to engage with its consumers on an almost limitless basis.

"As we get more analytics and more data back into our solutions and in our dashboards, we will be able to start identifying the opportunities that are going to be created through this program," says Infante. "But for now, our goal is incorporating an all-encompassing Margaritaville experience under one program."

Visit <https://www.margaritaville.com/>



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# Ruby Tuesday

## Ruby Tuesday Doesn't Let Age Slow it Down

By Mark Johnson, Loyalty360



Click here to view our interview with **Kevin FitzPatrick, Ruby Tuesday**



While American casual dining restaurant Ruby Tuesday recently turned fifty, middle-age is not slowing it down. In fact, the brand is as relevant as ever with customer sweepstakes, exciting brand partnerships and the rollout of a new loyalty program.

Founded by Samuel (Sandy) Beall III in Knoxville, Tennessee, on a Tuesday, today Ruby Tuesday operates over two-hundred locations primarily in the Midwest and the east coast, with the largest concentration in Florida, Georgia, North Carolina and Tennessee.

Known best for its endless garden bar and famous for its croutons – yes, there are Facebook pages dedicated to the crispy salad topping – Ruby Tuesday focuses on delivering quality food at a great price in a fun atmosphere. It is a formula for success, as the brand celebrates fifty years of service.

### Ruby Tuesday Turns “Nifty Fifty” – Showers Guests with Gifts

Says Kevin FitzPatrick, senior vice-president of digital and performance marketing, at Ruby Tuesday, “Our biggest 50th anniversary gift is the guests coming through the doors. We wanted to make sure that as we celebrate, we’re giving back to our guests.”

To celebrate half a century in service, Ruby Tuesday is giving away half a million dollars. The brand partnered with CataBoom to create a gamification platform to give guests a chance to win gift cards, coupons for free food, and the grand prize of \$500,000. At the time of the interview, the brand had seen over 338,000 gameplays.

In addition to the sweepstakes, the brand launched a new burger menu with throwback prices and a throwback menu, bringing back fan-favorite classics like the Colossal Burger. Throwback Thursdays give guests deep deals and price cuts on some of their favorite items as they near the weekend.

Ruby Tuesday has also partnered with Buddy Valastro from Carlo’s Bakery, the Cake Boss himself. The world-famous pastry chef created a special three-layer birthday cake for the restaurants to serve while supplies last.

Says FitzPatrick, “Being around for 50 years is about recognizing why we’re here. And that’s our guests. While many references are to our longevity, the benefits are for the guests,” says FitzPatrick.

The company has seen tremendous response and engagement from its guests and plans to continue the integration of the 50th anniversary perks throughout the year.

### Ruby Tuesday Connects with Customers through So Connected Loyalty Program

While looking for new ways to better connect with guests, Ruby Tuesday launched its new loyalty program, So Connected.

Originally, the brand communicated news and promotions to its customers through email newsletters, and offered initial sign-on rewards and annual birthday rewards.

FitzPatrick is working to build the infrastructure to capture first-party data to better understand guests and ultimately deliver a better customer experience. This includes redesigning the website, building a mobile app and helping launch the company’s first rewards program, So Connected.

“We are looking to evolve the program for guests to engage with us and be rewarded,” says FitzPatrick. “We are creating a mobile app where guests can enroll in the program and interact with us and be rewarded not just on their birthday but also on their spending and behaviors.”

The loyalty plan will open more channels and engage with guests through more vehicles like push notifications and SMS.

The program will give guests transparent information on their points levels and ways to redeem.

### Personalized Loyalty Program is Win-Win

By building on first-party data, the brand will be able to customize offers to better connect with guests. This data will allow Ruby Tuesday to offer personalized promotions and coupons based on buying habits.

FitzPatrick explains, “We’re using technology partners such as Bridge and Brightly to help us connect credit card data and offer redemptions that are tied to an email address. We can begin to understand what spending behaviors and habits look like to customize offers. We’re customizing imagery in those offers to help better connect with the guests.”

Using the data collected and power propensity models gives the brand the tools needed to deliver relevant creative to its existing customers and target prospective new customers. By personalizing how they talk to guests, the brand can create a more emotional connection, which not only benefits the end-user but also helps the company work more efficiently.

The partnership with Punchh builds those emotional experiences into the rewards program, allowing for more enhanced opportunities for personalization, especially through the app.

### Partnerships Grow Loyal Customer Base

Ruby Tuesday has always looked to the benefits of partnerships to grow its customer base, with most tied to product and promotion within the restaurant walls. As is apparent with the demand of the Cake Boss 50th birthday cake, the brand frequently adds new menu items incorporating partner brands. “The partnerships that make the most sense and align with the brand are the ones that are going to be successful,” says FitzPatrick.

By partnering with liquor, beer, and wine vendors, the brand can launch special promotions to add excitement to holidays like St. Patrick’s Day, March Madness and Cinco de Mayo with signature drinks, product add-ons or swag.

### Evolving with Changing Customer Landscape

During the COVID pandemic, the restaurant industry saw a massive shift to off-premise dining, online orders, delivery and curbside takeout options. Ruby Tuesday was well ahead of the game, having established third-party delivery and to-go options well beforehand. And because there was so little disruption to the customer experience, patrons remained brand-loyal and returned to dine in-person after the restrictions were lifted.

However, Ruby Tuesday was not left entirely unscathed in the



aftermath of the pandemic. They, too, were left with staffing shortages and had to work out best practices to continue providing the same grade of service guests had come to expect.

Says FitzPatrick, “Staffing shortages and balancing online to offline orders within the kitchen have been challenging, but we are working toward solutions with technology partners, like Olo, to help funnel our delivery orders to one platform. Providing an outstanding guest experience is our number one goal.”

Ruby Tuesday also launched several ghost kitchens to tap into new markets and meet more guests in more places through DoorDash, Uber Eats, and Grubhub. These delivery-only restaurants focused on products like pasta, barbecue or wings to tap into uncharted markets.

“When we talk about loyalty, we are trying to incorporate as many elements of guest engagement as possible, whether it’s through to-go, delivery, or direct ordering through our website,” adds FitzPatrick. “We want to reward guests for those behaviors and recognize how guests want to engage with us.”

### Looking Forward to Another 50 Years

After half a century in business, Ruby Tuesday has no plans for slowing down. By learning from other companies that have secured a strong foothold in the emotional loyalty arena, the company plans to gain a similar level of sophistication and incorporate more challenges and gamification for a seamless customer experience.

FitzPatrick adds, “It’s always inspiring to hear what others in the space are doing and what trends are popping up in the evolving loyalty space.”

Visit <https://rubytuesday.com/>

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# Global Hotel Alliance Finds Strength in Numbers

By Mark Johnson, Loyalty360

Click here to listen to  
our interview with  
**Kristi Gole,**  
Global Hotel  
Alliance



There is strength in numbers, and no one puts that to test quite like Global Hotel Alliance, the world's largest alliance of hotel brands. With over 800 upscale and luxury hotels among 40 independent hotel brands in over 100 countries, GHA is dedicated to providing a unique experience for every member at every destination. And with the company's comprehensive GHA DISCOVERY rewards program, guests are rewarded for their every move.

Founded in 2004 to help regional hotels compete on a global scale, Global Hotel Alliance began as a B2B services company with only four hotel brands. But after launching the B2C loyalty program over a decade ago, it today sits among the largest hotel programs in both hotel size and member base size.

## Guests Discover the Perks of GHA DISCOVERY Rewards

"Loyalty is our business," says Kristi Gole, VP, Head of Product at GHA. "We've become a loyalty provider for these hotel brands. The way we see our role is helping our brands enhance the guest experience."

Because the majority of the alliance hotels were already on the

same technology operating system, GHA was able to create a central shared technology platform to tie all brands and properties together and power the loyalty program.

Together, they formed the GHA DISCOVERY rewards program, originally launched in 2010. Unlike many programs, GHA DISCOVERY began as an experiential rewards program that was revolutionary in the loyalty industry at the time.

Today, the recently enhanced GHA DISCOVERY rewards program boasts 21 million members. The new program offers guests recognition from Day One - all benefits, DISCOVERY Dollars (D\$), Experiences and Local Offers are available instantly at all membership levels.

The loyalty program is free to join, and members can earn D\$, the industry's first digital rewards currency, for their spend across the hotel, at every hotel in the alliance.

The program utilizes a tier-based recognition system that is broken down into Silver, Gold, Platinum and Titanium levels, and offers benefits to encourage members to engage in the program whether they are traveling or in their home market. Members earn D\$ toward tier upgrades through nights stayed, eligible purchases and number of different brands stayed.



### Beyond D\$, perks include:

- **Stay Benefits**
  - Member-only rates and packages
  - Room upgrades
  - Early check-in
  - Late check-out
- **Local Offers**
  - Member-only access to hotel facilities such as pool, beach, gym or spa
  - Dining offers
  - Spa offers
  - Golf offers
- **Curated Experiences**
  - Authentic destination activities
  - Adventures and tours
  - Cultural masterclasses
- **Status Sharing with Friends and Family**

For Tech-Savvy Customers, the App is Where It's At. The recent GHA DISCOVERY enhancements also included the launch of the all-new GHA DISCOVERY mobile app that allows members to book stays or Local Offers, track rewards and boost membership in a seamless digital experience.

A Travelport Digital survey found that most mobile users preferred to use apps over a mobile web page due to convenience and ease of use.

### First-Party Bookings and First-Party Data

According to research from Pacific Asia Travel Association, online travel agencies, such as Expedia, Orbitz and Priceline.com have captured an average of 40% of the total global travel market. These third-party booking sites get millions of visits per month, and nearly one-third of travel booking sales are made through them.

To combat these trends and the revenue lost, not to mention customer data loss from third-party bookings, GHA uses its loyalty program to encourage guests to book direct on its website or app, or through the GHA Brands' websites and apps. When GHA DISCOVERY members book direct, they not only save 10% with Member Rates, they also earn D\$ for that stay

and can spend any D\$ they have at checkout, their stay counts toward tier progression and they will receive their tier benefits to make their stay more comfortable.

On GHA's website, members also receive more personalized experiences once logged in. Even before the changing data and privacy regulations, GHA relied almost solely on first and zero-party data to provide personalized experiences for its guests, such as tailored suggestions for hotels, destinations, experiences, and more. Members were more than willing to provide personal information when they see the benefit and value in how that data is used.

### Using Technology to Create a Personal Experience

Within the unified loyalty platform, there are many tools to tap into, and with a technology provider as a shareholder, the company is able to leverage their products to better automate personalization across marketing efforts.

Email marketing campaigns are a major source of communication with members, as well as social media, the GHA website, app and push notifications. The technology platform allows for GHA to hyper-personalize communications for its most valuable members, and use a more generalized approach for guests who may not be at that stage.

### Engaged Team Members Make Best Team Players

The COVID pandemic wreaked havoc on the travel industry as a The training process for front desk staff was imperative to bringing the program to the customers. While training in previous years involved day-long sessions with large groups in one room, the new environment and staffing shortage demanded a new approach. Today, the company utilizes a self-led digital training platform that breaks down content into bite-size pieces for employees to go through at their own pace.

The online training program is tailored in a way that a corporate employee can set aside three hours and take the entire course at once, or a front desk employee can do five-minute sessions at a time. It enables employees to learn based on their schedule and has allowed the company to train at-scale.

Not only do employees need to be well-trained, they need to be advocates for the program, and see the value in it themselves before they can recommend it to the guest.

"The staff has to get behind the program," says Gole, "The guests staying at the hotel don't know about the program unless someone talks to them about it. If they are not a member, the front desk associate is the one to point out that value to the guest. But the employee will only recommend the program if they know about it, and if they believe in it."



### Sharing the Wealth with Shared Tiers and Rewards

GHA is no stranger to partnerships. In fact, the company is founded on strategic alliances with independent hotel brands and is always interested in seeking new brands to bring on board, especially to fill in any gaps where their guests are looking to travel. What is unique to GHA is their development efforts are all through word of mouth and networking, looking for like-minded independent, entrepreneurial luxury brands that are authentic to their destination.

High-value partnerships with other travel companies such as airlines, car rentals and credit cards offer members a comprehensive travel rewards experience and assist with member acquisition.

GHA DISCOVERY offers tier matching with select partners, including American Express, ASMALLWORLD, Business Traveller, Mastercard, Morgan Stanley, Sixt and Star Alliance. GHA sees the value of providing more breadth of benefits beyond hotel products to its members and will be expanding its partnerships offering in the future.

Gole sums up partnerships best, saying, "You're bigger and better together."

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# You Can't Measure Happiness, but You Can Measure Success

## Financial Metrics for Customer Loyalty Strategies

By Mark Johnson | Loyalty360

Acquiring internal support for customer loyalty programs and strategies can be a challenge for any brand. When it comes to adding new technology, functionality, or program benefits, marketers must work across brand teams to secure buy-in and support to ensure success. However, customer loyalty-focused marketers may have difficulty obtaining support without the right metrics and KPIs, especially from their finance teams.

As brands look to move beyond transactional customer loyalty efforts and programs, success is measured and defined in many ways – typically going beyond sales.

Loyalty360 spoke with several supplier members for their insights and perspectives on best practices and key metrics brands should leverage, and advice for marketers seeking to secure support from their financial teams for their customer loyalty programs.

### Gaining Company Support for Loyalty Efforts

With marketers working to improve their loyalty strategies and programs, what are the best ways to build support and buy-in from their internal teams, especially finance?

[Susan Frech, Founder & CEO of Vesta](#) says, “Most finance teams know that customer retention efforts are critical business practices, but the biggest stumbling blocks for internal buy-in involve the availability of resources, scalability, and measurement to optimize and prove ROI.”

She stresses the importance of demonstrating how developing strong consumer relationships is incredibly efficient and provides immediate value to multiple organizational stakeholders.

“When trying to convince the finance team, highlight the utility of loyalty efforts as part of its value,” Frech adds. “Creating loyal communities of consumers, powered by the right technology,

not only elevates customer lifetime value, but also is a channel for activating brand advocacy that drives new customer acquisition, and is an always-on outlet for gaining crucial feedback to drive innovation and validate investments. This serves numerous business goals and makes many teams more efficient and effective.”

[Padmashwini Raghunathan, Product Manager, TCS Digital Software & Solutions](#), says that brands with an existing loyalty program should continue to evolve their programs using incremental transformation instead of taking a big bang approach. This can allow a level of measurability that is hard to obtain by tackling too many projects and technologies at once.

She explains, “This approach will enable organizations to measure incremental ROI and quickly identify where course corrections are needed for aspects of the program that are not working.”

### Calculating Program Operation Expenses

Brands may or may not consider loyalty platforms, partner support fees, and other marketing efforts when calculating program operation expenses beyond rewards expenses when building a loyalty program.

At Kobie, they see their clients address the cost of rewards, liability expense carrying cost, and occasionally technology related to integration with a partner.

[Dave Andreadakis, Chief Innovation Officer of Kobie](#), says, “In addition to the cost of rewards, liability expenses, and technology, we sometimes see internal expenses attributed to loyalty. It does not make sense to do this unless you have the corresponding revenue associated with it. For example, suppose 5% of in-store labor is assigned to the program to cover expenses associated with servicing the loyalty program. In that case, there needs to be a revenue number for in-store sales as well.”

### Calculating Loyalty ROI

When clients are looking to calculate ROI for their customer loyalty program and strategy, it is important for brand teams to take a holistic approach beyond transactions. Brands need to consider the cost of customer retention, advocacy and other activity that is equally important to the longevity of the company.

At Vesta, they stress the importance of emotional loyalty, and that can't be measured like traditional ROI.

“Modern loyalty efforts can no longer be measured solely by transactional data,” explains Susan Frech, Vesta. “Emotional connection to your brand must be a part of the equation, as this is a key determinant in whether a consumer will stay with you or go to your competitor.”

According to Vesta, emotional loyalty is driven most by a solid alignment between the brand and a consumer's values, and can be measured through brand affinity, Net Promoter Score, and positive brand opinion. Beyond that, when activated correctly, loyal customers help drive the cost of consumer acquisition down through their brand advocacy efforts. Measuring that activity is just as important as measuring the frequency of purchase and will create a more holistic picture of the ROI of the loyalty program.

Raghunathan agrees, adding, “ROI for a customer loyalty program needs to be looked at from a holistic perspective. It should not be limited to incremental sales or changes in average order value, but instead, the impact loyalty has on increasing customer lifetime value, reducing acquisition costs due to referrals, creating brand advocates who support and promote your brand, and increasing sales attributed to loyal customers willing to spend more with your brand.”

Andreadakis advises clients to look longitudinally, saying, “Most single interactions tell a tiny part of the loyalty story. Looking at customer lifetime value is a great way to see the effect loyalty has had on an individual.”

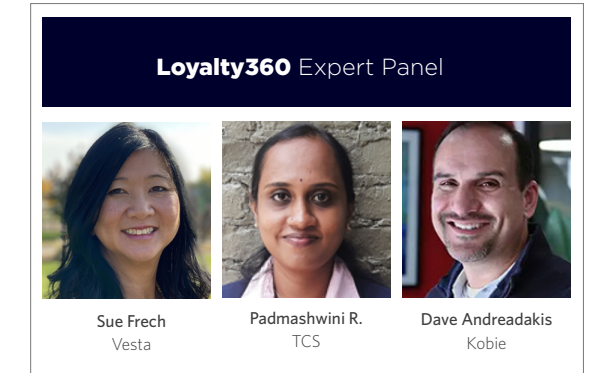
As with Vesta and TCS, Kobie advises brands to look at loyalty ROI holistically. Says Andreadakis, “Ultimately, the best practice is to look at ROI several different ways. That way, you get a better view into not only the return your program is providing, but also a better view on which tactics are working.”

### The Impacts of COVID on Reporting and Metrics

Metrics, KPIs, and reporting evolve with the ever-changing customer loyalty landscape, but the past two years since COVID have accelerated changes like never before.

“COVID changed shopping behaviors overnight,” says Frech, “and with constant shifts in supply chain issues and public health restrictions, most marketers were simply trying to hold their heads above water through the constant pivots and unpredictability.”

As marketers look to a post-COVID world, there is increased pressure to focus on long-term resiliency metrics and retention efforts and less on short-term performance-based tactics. Metrics must demonstrate both agility to the market, like conversion and



audience optimization, while also showing long-range impact with brand equity, emotional loyalty, and bold innovation.

Andreadakis adds, “In every financial model are a series of assumptions, facts, contributing models, and straight up data. Assumptions and contributing models need to be re-examined if they haven't in a while. While many companies see this as a burden, it is a great time to do it, and it will pay off much faster than you might think.”

### Initial Financial Indicators of Program Success

There has been a surge in brand upgrades and relaunches in loyalty programs, in addition to the growing number of new launches in the customer loyalty arena. Brands should keep a list of initial financial indicators of program success to determine the payoff of their efforts and what to do moving forward.

At TCS, they offer their clients three top financial indicators of success:

- Increase in average transaction value
- Incremental revenue from loyal customers
- Decreasing liability (indicating high participation rates)

Andreadakis says it depends on what the program is built to do. “Some programs are designed purely for driving ancillary revenue. For these we want to see partner uptake and adoption as early indicators of program success.”

Other programs are about increasing engagement between transactions and staying top of mind during long purchase cycles. In those cases, a year may not be long enough to truly see the impact of the program. Kobie recommends driving additional objectives into the mix to continue a cycle of influence and customer interaction.

Lastly, some programs are about a mix of objectives that are more difficult to measure impact, especially without a solid financial model.

“It's never too late to do a financial assessment of the program design, call the shots on what you expect it to do, and then measure against those expectations,” stresses Andreadakis. “Even doing this late is better than leaving a program alone and finding out 3 years in that it is costing more money than it is worth.”

# ExxonMobil

## ExxonMobil Partnerships Deepen Customer Loyalty

By Mark Johnson | Loyalty360



Click here to view our interview with **Troy Simms, ExxonMobil**



With the rising cost of fuel, is it possible to retain customer loyalty? ExxonMobil, one of the largest international publicly-traded energy companies, thinks so. In fact, over the past five years, the fuel company invested more than one billion dollars in the ExxonMobil brand, including the addition of 12,000 branded locations, convenient payment options, and the new ExxonMobil Rewards app and loyalty program.

Headquartered in Irving, Texas, ExxonMobil is the result of a relatively new merger of two oil and gas corporations, Exxon and Mobil, in late 1999, and is the largest direct descendant of John D. Rockefeller's Standard Oil. While the primary business is discovering and producing oil, ExxonMobil is also a chemical manufacturer and low carbon solutions research and development company, but consumers know them best as quality fuel and service stations.

### Loyalty program benefits consumers and owner-operators

As an energy company, ExxonMobil relies on third-party distributors and entrepreneurs to operate its nationwide fueling stations. The corporation builds customer loyalty to benefit the operators who choose to represent the Exxon and Mobil brands. "We view loyalty as providing the best service for drivers," says Troy Simms, Director of Business Development for U.S. Retail Fuels Partnerships at ExxonMobil. "While we don't own any of the 12,000 gas stations, we still want to provide the best fueling experience for our consumers and provide an experience that brings them back time and time again."

Fuel rewards have been a staple among loyalty programs for decades, and for good reason. Customers love to save on gas, and while Exxon Mobil Rewards+ saves members at the pump and in the store, with bonus points for Frequent Fillers, the program is much more than savings.

Members can download the Exxon Mobil Rewards+ app to earn points on fuel and in-store purchases and redeem those points for cash savings. The app also allows for convenient payment options, including partnerships with Apple and Google where QR codes are posted on the pumps for contactless payments. The company even created a Waze app extension where users could pay at the pump through the Waze app after navigating to the service station.

A recent partnership with Amazon gives customers a voice-activated way to pay at the pump using Alexa-enabled devices and recently also activated voice payment with Google on Android Auto.

"We created these innovative, creative solutions that create loyalty by meeting the consumer where they are and making life easy when they pay at the pump," explains Simms.

### Partnerships take personalization efforts to a new level

Today's consumers want more than a transaction, they want to do business with brands that see them as individuals. While technology advancements have allowed businesses to personalize digital offers and experiences down to a one-to-one level, it is a journey.

Fuel in and of itself may be a low-interest category, but the convenience stores associated with fuel stations provide tremendous opportunities for personalization through the loyalty program. Certain tiers within the program appeal to specific consumer segments, such as the Frequent Filler and Premium Status tiers, allowing the brand to further personalize and tailor its communications and offers to its consumers. But what best serves the personalization efforts for ExxonMobil is partnerships, most recently, the company's collaboration with



Walmart on the Walmart+ subscription service. The retail giant has a personal, direct relationship with its customers, and the partnership allows ExxonMobil to piggyback off that already established relationship.

Prior to the partnership, Walmart+ members could save on fuel at 2,000 participating Walmart gas stations. With the launch in late April 2022, Walmart+ paying members automatically receive 10 cents off per gallon of fuel at an additional 12,000 Exxon and Mobil stations across the U.S. when using the Walmart app.

Simms explains further, saying, “The digital payment option is available to Walmart+ through a cloud-based connection. Because they are a member, we automatically recognize them as such, and they instantly received the 10 cent per gallon discount.”

In addition to Walmart, ExxonMobil partnered with AARP to help reach consumers over fifty. Members benefit from additional fuel savings, Member Days bonuses and more points per dollars spent. With linked membership accounts, the brands are able to segment customer data and personalize offers and communications to specific target markets.

### The true measure of success is customer engagement

To measure the success of the loyalty efforts, ExxonMobil pays close attention to what their customers are saying. “The voice of the consumer helps drive engagement,” Simms explains.

Working with various mechanisms to receive feedback, including surveys, customer service calls, and partner channels, the team collects the data and processes it to make changes in the program, or boost what is already working to drive increased engagement.

Adds Simms, “Ultimately in the end, what we are really trying to measure is consumer experience and engagement.”

Data collected through the loyalty program allows the company to measure rate of activation and rate of attrition, as well as share of wallet, number of transactions and quality per transaction. Linking the rewards program to the convenience stores allows the brand the opportunity to track not just fuel purchases, but car washes and all in-store purchases as well. With this data, they can determine what customers are coming in for all their convenience needs, which are coming just for gas, and then create customer communications to foster those relationships and drive additional engagement.

### Meeting changing consumer demands

More and more, customers are seeking out relevant, customized and personal experiences. During the pandemic, many consumers were reliant on online orders and home delivery for items they would normally purchase in-store. Even items sold at convenience stores. Consumers were also looking for contactless payment options, an area ExxonMobil was quick to adapt to with new digital offers enabled via collaboration with leading brands like Apple, Google and Walmart.

The company listens intently to customer feedback to optimize not just the loyalty program, but across all channels, including security, versatility and payment options at the pump, to meet the changing consumer demands.

“We continue to focus across the breadth of those offers to make sure we continue to meet consumers where they are,” says Simms. “There is a consumer demand for more digital, innovative technology-based experiences, and that is something that ExxonMobil is delivering through many of our partnerships.”

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**SALLY.**

# Customers Respond Quickly to Sally Beauty DoorDash Partnership

By Mark Johnson, Loyalty360



Click here to listen to our interview with **Gabriel Trujillo, Sally Beauty**



## Beauty may be in the eye of the beholder, but it doesn't come free

On average, women spend up to \$80 and 11 hours a month on their hair and \$115 on makeup and beauty treatments. Beauty may be in the eye of the beholder, but it is also in the hands of skilled stylists, home DIYers, and consumers who rely on the leading specialty retailer of professional salon products and beauty supplies: Sally Beauty.

Sally Beauty Holdings is comprised of both B2C under the Sally Beauty name and B2B brands that customers recognize as Cosmo Prof and Armstrong McCall, amongst others. Sally Beauty is primarily focused on professional hair color and care products for the DIY consumer and professional stylist. With almost 5000 locations throughout the United States, Canada, Latin America and Europe, Sally must keep up with not only the evolving standard of beauty, but evolving consumer demands.

## Sally's Beauty Club Card gets a makeover

Sally Beauty Holdings is no newbie when it comes to loyalty programs. The brand's Beauty Club Card provided members exclusive savings for years for a \$5 annual membership fee. Pros and home users were eager to sign up, and five dollars was considered a very reasonable price for the benefits.

Sally Beauty revised its loyalty program in recent years and launched Sally Beauty Rewards. Sally Beauty Rewards is a no-card, no-fee loyalty program that is easy to join with just an email address. As a points-based program, members receive a \$5 reward certificate for every 500 points earned. Every dollar spent equals 10 Points. After 500 Points (or \$50 spent), members receive a \$5 reward certificate. Members also receive personalized offers, deals and sneak peeks.

Members who spend \$200 or more in a calendar year earn Elite status tier and receive 25% additional bonus points every time they shop, along with free shipping and a birthday reward. Membership has soared to nearly 17 million members, and Sally Beauty Rewards was recently named one of America's Best Loyalty Programs by Newsweek in an independent study by STATISTA, based on consumer reviews. The program ranked 10th across all industries, including Beauty, Hospitality, Restaurants, Retail, and across more than 200 ranked retailers.

## Time waits for no man, and especially no botched dye job

Time is always of the essence in a beauty routine, but when faced with a botched dye job or when an elite client shows up with a special request, getting beauty supplies in a hurry isn't a luxury – it's a necessity.



Says Gabriel Trujillo, Vice President of Customer Marketing at Sally Beauty Holdings, “We’re constantly listening to our customers’ needs and what they expect from our brands. The speed and convenience of rapid delivery, specifically two-hour delivery, was a service that exceeded our expectations and was incredibly well received by our customers.”

Sally Beauty recently partnered with DoorDash to meet these demands. In December 2021, Sally offered two-hour delivery for free for the entire month of December as a way to increase holiday sales for last-minute gift-giving. The response was phenomenal.

But the company understood that its consumers did not just enjoy convenience during the holidays. During the pandemic, delivery took off on a level no one could have anticipated. After months of relying on delivery for essential products, consumers have reached a new “normal” and expect lightning-quick responses to their needs.

Gabriel adds, “I feel customers explored and ventured into new services and technologies (during the pandemic), whether it’s Rapid Delivery options, purchasing products they never purchased before or experimenting with new products. I feel customers have become more “tech savvy,” and are expecting faster and more convenient services, which is why two-hour delivery plays a role. I feel continuing to provide speed and convenience will be the norm.”

Two-hour delivery is free on all web and mobile app orders over \$35 and available for a small fee on orders under \$35. Placing a two-hour delivery is as easy as 1, 2, 3.

1. Shop – Open the app and add to cart
2. Order – Place the order and select “2-Hour Delivery” at checkout
3. Go – Beauty essential delivered via DoorDash

Consumers are not the only ones benefitting from the quick delivery service. Sally Beauty experienced lower cancel rates as well as an increase in average ticket and conversion.

### Customer loyalty built on trust

68% of women are loyal to their hairdresser or salon, and nearly 50% agree that a good hairdresser is harder to find than a good partner. Having a deep relationship with the stylist in charge of your appearance is almost as important as the style itself. These relationships are often built on trust, something that does not go unnoticed by the world’s leading beauty supplier.

Says Gabriel, “Customer loyalty means having and growing a relationship built on trust with your customers. It’s ensuring they find what they need and more at Sally Beauty Holdings and that they see us as their trusted place to learn, be inspired and

shop for their hair and beauty needs. This is embedded in our culture and way of working.”

The hard work has paid off, awarding Sally Beauty a very strong store Net Promoter Score, meaning a high percent of their customers are willing to recommend the company to their friends.

But that doesn’t mean the team will rest on its laurels. Sally Beauty Holdings is constantly looking for ways to evolve and improve the buying experience for its loyal customers.

Gabriel adds, “The customer and retail landscape is always evolving, so staying close to this and predicting what comes next keeps us focused. We are working on improving our processes, technology, and learning more about our customers through our research and analytics.”

### Personalization is key in forming emotional loyalty

Emotional loyalty is the epitome of a brand’s relationship with its customer. “Some call it Emotional Loyalty, some call it Share of Heart, but whatever the term is, it’s having the trust connection with your customers built on something more than just a transactional discount,” says Gabriel.

Customers value savings, but when a brand creates situations and experiences that appeal to customers beyond the discount, that is where emotional loyalty begins. Utilizing the right technology stack is a key and central factor in enabling the experiences that are going to build on the emotional connection with customers. Collecting zero and first-party data, and segmenting that data to provide personalized offers based on past purchases and behaviors, and being able to predict future behaviors is a key development in the Sally Beauty loyalty program.

“We’re on an ever-evolving journey and path to better integrate channels and provide experiences for our customers that complement each other regardless of where they’re visiting us,” explains Gabriel. “Technology is a key and central factor in enabling these experiences. Having great technology partners and continuously improving our tools and how we use them is something in our core.”

Visit <http://www.sallybeauty.com/>

CINEMARK

# Let's Go to the Movies! Cinemark Movie Club is a Loyalty Blockbuster

By Mark Johnson, Loyalty360



Andrew Sonnichsen is the VP, Loyalty Program Management at Cinemark, a leader in the motion picture theater industry with over 500 theaters in the U.S. and Latin America.



Andrew Sonnichsen

Loyalty360 CEO Mark Johnson met with Andrew Sonnichsen to discuss the brand's premium loyalty program, Cinemark Movie Club, its milestone million member mark, and how changes in consumer habits have impacted brand loyalty.

**Andrew, can you tell us a little more about yourself, your position at Cinemark, and maybe a fun fact?**

Sonnichsen: Sure Mark, I appreciate the opportunity to connect. I am a self-proclaimed loyalty enthusiast with over fifteen years of experience in targeted marketing and loyalty, primarily in retail. I have been at Cinemark for the past three years as VP, Loyalty Program Management and am having a blast! Working in the movie industry has been entertaining to say the least, and the energy across the company for leveraging loyalty as a key company success driver has been phenomenal. It has allowed us to achieve big things like obtain 1 million Movie Club paid subscribers, which I know we will talk about more later. As far as a fun fact about myself, I am heavily involved in youth soccer having coached all three of my sons' teams and am looking forward to seeing the top players compete in the world cup later this year.

**For those unfamiliar with Cinemark, can you give us a short overview of the company?**

Sonnichsen: Cinemark is one of the largest and most influential movie theatre companies in the world, with 320 theatres across 42 states domestically. We pride ourselves in offering an exceptional cinematic experience throughout the entire customer journey, from the initial ticket search to the closing credits.

Part of that exceptional experience is offering the ultimate moviegoing environment, which includes everything from our fan-favorite Luxury Lounger recliners and Cinemark XD ultra-immersive auditoriums to online concessions ordering and expanded food and beverage offerings. And, of course, moviegoers can get the most out of their Cinemark experience by joining Cinemark Movie Rewards, our tiered loyalty program that rewards members with exclusive offers and discounts in the U.S.

**I see you recently hit a huge milestone – one million members of your Movie Club! Can you tell us a little more about the program, maybe a bit of its history and how it's evolved since its launch in 2019?**

Sonnichsen: Cinemark was the first North American exhibitor to launch a monthly paid in-theatre membership program in December 2017, and we have been thrilled with moviegoer response to Movie Club since. We developed Movie Club by



listening closely to what movie fans want in a loyalty program, and the success of our program has been underscored by Movie Club being the first domestic subscription program to reach one million members.

Cinemark Movie Club is a component of Cinemark Movie Rewards, our tiered loyalty program that awards movie lovers with one point for every dollar spent at our theatre. For \$9.99 per month, Movie Club members receive benefits including one 2D ticket for any showtime with rollover and no expiration, additional tickets available at member pricing, waived online fees, and a 20 percent concession discount every visit.

Additionally, in September 2021, we evolved the program by introducing Movie Club Platinum, which rewards the most loyal movie lovers with superstar benefits. Once a member visits a Cinemark theatre 25 times or purchases 60 tickets within a calendar year, they receive exclusive platinum perks, including two additional movie credits, up to five additional companion tickets per transaction at member pricing, and a 25 percent concessions discount. This is all in addition to the perks already provided by the regular Movie Club membership.

**Movie Club is a paid subscription service, also known in the industry as a premium loyalty program. Can you tell us how you went about choosing a premium loyalty program over a free to join, traditional program? Why do you think members are willing to pay for the service?**

Sonnichsen: Cinemark did extensive consumer research prior to launching Movie Club and built the program based on what moviegoers desire most in a membership program without any of the hassle. Throughout our research, respondents resoundingly preferred a monthly membership program with credits that roll over, a meaningful concessions discount and benefits that are easy to share with friends and family.

Movie Club complements Movie Fan, our free tier of Cinemark Movie Rewards. Both are great options for movie lovers looking to maximize their moviegoing experience, but the value proposition that Movie Club provides is what makes it so popular amongst our customers. The member pricing on



companion tickets and the 20 percent discount on concessions make it easy to share benefits and experience the joy of moviegoing with family and friends. Reaching the one-million-member mark reaffirms that our guests appreciate the value proposition the paid membership provides.

**Netflix, Hulu, Amazon Prime, HBO Plus, there are countless streaming platforms for customers to view movies, often new releases. How does Cinemark still get guests in the seats? How are you promoting loyalty not only to the Cinemark brand, but to the physical movie theater experience?**

Sonnichsen: Cinemark has consistently believed that the reignition of theatrical exhibition would depend on moviegoer sentiment and a steady stream of compelling new content with a broad consumer appeal. Our studio partners have delivered some incredible films that demand to be seen on the big screen, and

moviegoers are coming back for the immersive, cinematic experience. As people return to theatres, they remember what is so special about the theatrical experience, including the wall-to-wall screens, surround sound, and the ability to be fully immersed in the on-screen action. Movie lovers continue to show that they love the shared experience of being captivated by a story on the big screen, which we know so many people missed while we were all in our homes for the past two years.

In addition to showing great films on our larger-than-life screens, Cinemark is focused on providing a premium out-of-home entertainment experience. This includes amenities such as our Luxury Lounger recliners, D-BOX motion seats, Cinemark XD, our premium large format that provides a full multi-sensory emersion, and a wide range of delicious concessions in addition to the movie theatre popcorn. We also strive to provide a seamless customer journey through offerings such as our Snacks in a Tap advance ordering feature, which allows concessions to be ordered

online and picked up upon arrival or delivered directly to customers' seats. Going to the movies remains an affordable and fun experience that everyone can enjoy.

Of course, our loyalty programs also play a big part in this. Cinemark Movie Rewards keeps our members engaged and excited about going out to see a movie on the big screen with tactics ranging from experiential benefits such as member-exclusive screenings for new movies to more transactional loyalty rewards such as movie tickets which drive repeat visitation.

**An important topic we hear from brands is their increased interest in personalization. How have you changed or enhanced your communication strategies to more relevant and engaging?**

Sonnichsen: At Cinemark, we are focused on providing a frictionless customer experience from the initial search for a ticket all the way to the end credits, and personalized communications with our loyalty members is one of the key components in creating this seamless customer journey. We have dedicated resources to ensure we are getting to know our moviegoers on the deepest level possible and sometimes have thousands of versions of the same message for digital communications based on multiple levels of personalization, including film genre, theatre location and day and time preferences. This increases overall engagement and motivates visits to our theatres and purchases on our website and app.

We focus on making the moviegoing experience as intuitive as possible for our moviegoers and take the work out of having fun.

**How do you measure the success of your customer loyalty/experience efforts? What KPIs does your team work toward to make sure your loyalty strategy and efforts are on track?**

Sonnichsen: As with most loyalty programs, enrollment numbers are a very important KPI, and we are thrilled to have surpassed the one-million-member milestone for Movie Club, especially coming out of a pandemic. In addition, we pay close attention to our churn rate, which is much lower than industry standard, even throughout the pandemic. Engagement is also a key indicator of the success of our program, and we have found that Movie Club members visit Cinemark theatres three times more often than our average moviegoer with more frequent visits to the concession stand. But perhaps our most amazing metric is that we regularly survey our members and have consistently received guest satisfaction scores in excess of 90 percent. I have worked on many loyalty programs at multiple brands throughout my career and the satisfaction level Movie Club members have in the program far exceeds anything I have seen before.

**We continue to hear brands talk about customer evolution and how their customers are changing. These last few years have seen enormous change, especially**



**in the entertainment industry, with the pandemic and stay-at-home orders. How have these changes affected the way your brand communicates with its customers? What challenges and opportunities are you see?**

Sonnichsen: Customers have unlimited choices in where to spend their time and money, and we keep our focus on listening to them and adjusting strategy as needed to meet their needs as best we can. This adaptability was crucial throughout the pandemic as we sought to remain top-of-mind while theatres were closed and consistently communicated with our members on Cinemark's status and everything they needed to know for their inaugural return visit. This included regular outreach across all of our channels, pausing payments for Movie Club during the height of the pandemic, informing members of our reopening timeline and continually garnering their feedback.

As we are coming out of the pandemic, we continue to consistently engage and communicate with our moviegoers through multiple channels including emails, push notifications, social media posts and updates to our app and website, deepening our relationship with our members and encouraging their visits. Cinemark knows that, while people got used to watching content at home, everyone immediately remembers there is nothing like the in-theatre experience once they return. With that, we are diligent about updating our experience to align with consumer preferences.

Our moviegoers are at the center of everything we do, and we strive to provide them with the moviegoing experience they want and expect from Cinemark especially as people crave shared out-of-home entertainment experiences now more than ever.

Visit <http://www.cinemark.com/>

# ... and Music for ALL

Music Maestro Info-Link Integrated Music Player







## Music Maestro for Business

Music Maestro channels are custom created music channels featuring hand-picked music by artists in genres that are best for your business image. Carefully built by our leading music anthologist, Music Maestro channels have been hand filtered for content and listenability.

- 100% commercial-free music
  - Hand-picked artists and songs for premium listenability
  - 100% business-safe content. Absolutely no DJ chatter.
- \*Internet connection required



## Info-Link Overhead Messages

- Announcement playback over standard PA or overhead music system
- Fully programmable message playback from any standard PC with connectivity to the Internet
- On-site announcement changes at all company locations in just minutes
- Flexible announcement playback choices in increments from 2 minutes to 1 hour
- Create, name and save multiple overhead message sequences for further use
- National installation network and toll-free customer service support
- Custom produced, radio-quality in-store advertisements and announcements also available



## Info-Link On-Hold Messaging

- Includes the same fully programmable PC-based features as the Info-Link overhead messaging system
- Simple connectivity to most business phone systems
- Quick and easy programming of on-hold message playlist sequence
- Create and program on-hold messaging playlists for future promotions
- Build a library of messages and easily choose what to play and when to play it
- Digital quality sound



The Info-Link System with Music Maestro provides you with the ultimate level of control over your music and messages.

Music Maestro is custom overhead music channels from United Media Solutions. Carefully built by our leading music anthologist, Music Maestro channels have been hand filtered for content and listenability.

Listeners can choose from decades music like Gen X and Flashback, Contempo top 40, country favorites on Boots & Blue Jeans, or a little bit of everything on Freestyle. We even include holiday favorites.

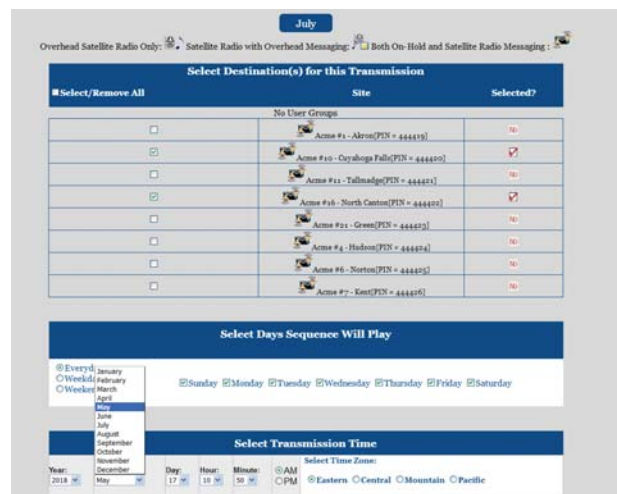
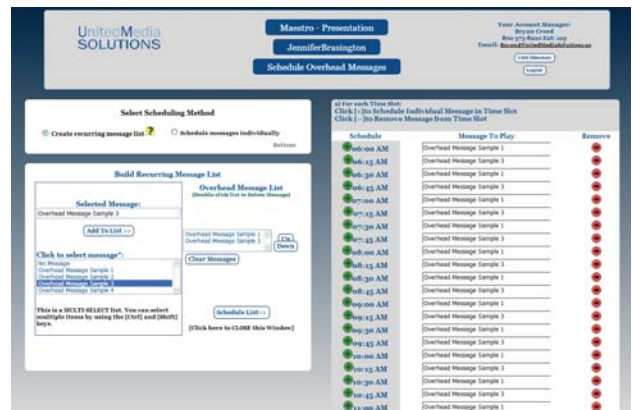
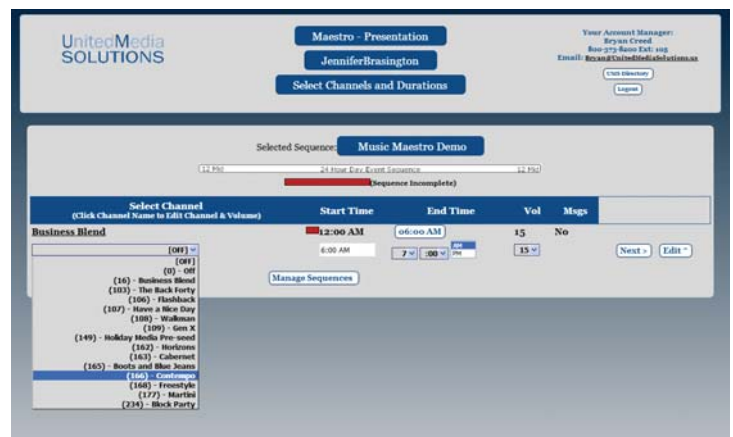
Info-Link makes implementing your music and marketing communications simple. With the Info-Link system, you can . . .

1. Choose your Music Maestro music channels and schedule the volume and times they will play
2. Schedule the sequence and frequency of your overhead in-store/office announcements
3. Choose the sequence of messages to play to your callers while they are on hold

. . . at all your locations, in just minutes, from any PC with Internet access.

Complete control is at your fingertips. Changes to all your locations take just minutes. One system does it all.

United Media Solutions brings you a truly integrated music and messaging solution through our patented Info-Link Music Maestro system.





## Today's Hits and Yesterday's Favorites

Choose the music that enhances your atmosphere from dozens of custom-selected, business appropriate channels.

Pop, Rock, Country, Classical, Electronic, R&B, Hip Hop, Jazz, Standards and Holiday favorites from established artists as well as up and coming singer songwriters. You can switch channels every hour, or play your favorite all day. You'll never get tired of hearing the same thing when you have Music Maestro at your fingertips.

### Channels Include:



#### Business Blend

The perfect mix of business-appropriate classic and contemporary hits. Earth Wind & Fire, Train, Justin Timberlake, Michael Jackson

#### Take It Easy

Easy listening favorites Natalie Cole, Michael Buble, Tony Bennett, Barbara Streisand, Barry Manilow, Chicago

#### Walkman

Hits from the 1980s Madonna, Michael Jackson, The Police, Hall & Oates, Duran Duran, Phil Collins



#### Block Party

Upbeat urban contemporary Beyonce, Usher, Rihanna, Missy Elliott, Frank Ocean

#### The Back Forty

Mix of classic and new country Garth Brooks, Alabama, Keith Urban, Little Big Town, Merle Haggard, Reba McEntire

#### Martini

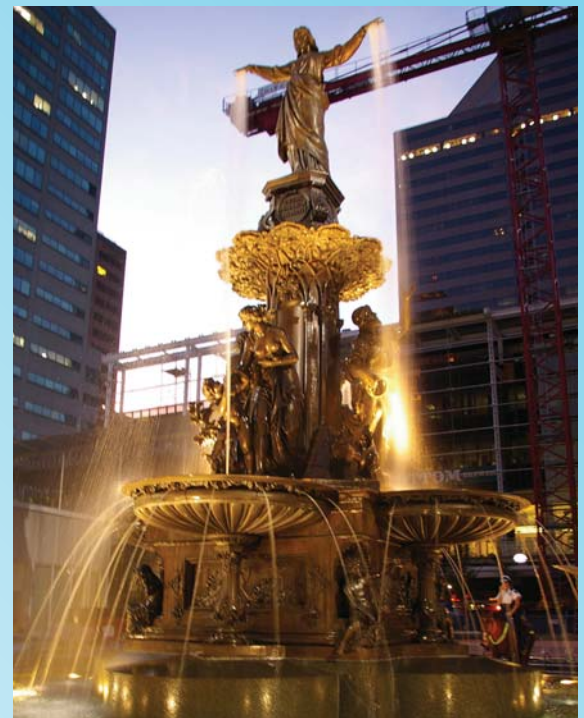
6 decades of jazz Herbie Mann, John Coltrane, Diana Krall, Dave Brubeck, Ella Fitzgerald



#### Horizons

Mix of alternative/indie hits from the 90s til now Foster The People, The Shins, Phoenix, The White Stripes, Kindness

### Headquarters in Cincinnati, Ohio



## About United Media Solutions

We have always pursued new and exciting ways to help our customers reach their customers. By integrating overhead and on hold music and messaging, remote scheduling and remote diagnostics, we are able to offer the latest in public space advertising technology.

On-hold messages, overhead music, overhead messages, digital signage, all your public space advertising needs can be satisfied through one source: United Media Solutions. For more information call us at 1-800-373-8200.

For more information on the Music Maestro Integrated Music Player or any products and services offered by

United Media Solutions, please contact us at:  
4120 Airport Road, Cincinnati, Ohio 45226

1-800-373-8200

[www.unitedmediasolutions.info](http://www.unitedmediasolutions.info)

# UnitedMedia SOLUTIONS

audio and visual messaging for business

# UnitedMedia SOLUTIONS

complete sound system

- design
- installation
- management

new construction



renovations



existing construction



audio and visual messaging for business

## introducing the future of sound system design for retail and consumer centric clients

Designing a brick and mortar landscape that engages consumers and reinforces each brand's unique retail experience

- Representing a brand, it's esthetic, and increasing employee productivity and generating increased revenue for our clients demands superior attention to detail in atmospheric design and acoustical matching.

- UMS has worked with many engineering firms, architects, and brand managers to create, install and manage sound system based acoustic environments.

- From restaurants, grocery and convenience stores, to large department stores, high end boutique style retailers and automotive dealerships, UMS has worked with a wide variety of clients.

By merging music, messaging, and digital signage, our acoustical engineers, design managers, and brand consultants ensure that no detail is too small in creating the ultimate interior environment for our clients and their customers





## complete and customized solutions

- Web Based or on site Control
- Music Customization
- Acoustical matching and optimization
- Patented, Centralized Control Center
- U.S. Based Network Operations
- Maximum Fidelity and Clarity
- Factory Trained Technicians and Installation Experts

## Info-Link overhead messages

- Announcement playback over standard PA or overhead music system
- Fully programmable message playback from any standard PC with connectivity to the Internet
- On-site announcement changes at all company locations in just minutes
- Flexible announcement playback choices in increments from 2 minutes to 1 hour
- Create, name and save multiple overhead message sequences for further use
- National installation network and toll-free customer service support
- Custom produced, radio-quality in-store advertisements and announcements also available



## choose SiriusXM or Music Maestro overhead music

SiriusXM ( Satellite ) Delivers channels to Info-Link providing separate music/message and feeds/zones for each store. Sirius/XM units can utilize your phone line, Internet or wireless.

Music Maestro ( Internet Based ) MM music channels are loaded on the unit; updates via Internet, providing separate music/message and feeds/zones for each store. Music Maestro units are connected to the Internet for updates.

Optional Services:  
Video/Digital Sign's - ( Add On Module )

Note: Updates are necessary to change the following:  
Music and messaging programming schedules  
Media content (new music and new messaging or digital content)



## on-demand messaging

Custom Development "On-Demand" Messaging

Use the (optional) keypad to initiate an on-demand message  
"Assistance needed at the front counter"  
"Assistance needed at the cutting station"  
"Assistance needed at the fuel pump"  
"Associated needed for delivery"

Please feel free to have us create custom "on-demand" messages that work best for your stores.

our valued customers



Headquartered in Cincinnati, Ohio

# UnitedMedia SOLUTIONS



## SiriusXM™

MUSIC FOR BUSINESS

For more information on the products and services offered by United Media Solutions, please contact:

1-800-373-8200

[sales@unitedmediasolutions.us](mailto:sales@unitedmediasolutions.us)

[www.unitedmediasolutions.info](http://www.unitedmediasolutions.info)

4120 Airport Road, Cincinnati, Ohio 45226

## about United Media Solutions

United Media Solutions Snapshot:

- Founded in 1988
- Holder of 7 U.S. Patents
- Sales, Marketing and ( NOC ) Network Operations Center
- R&D, Technical Support, Production/Creative Services
- Legal and Patent Compliance, Customer Care
- Corporate Headquarters:

4120 Airport Road, Cincinnati, Ohio 45226

SMALL  
COFFEE  
99¢

1/4 lb. Big Bite  
& Big Gulp  
\$2.22

JACK LINKS  
TERRY BY  
STEAK BUDGETS  
\$5.99

Donut  
Save \$2  
on Coffee & King Donut Bundle

self!  
2/\$3

Taste the Difference  
Allness  
\$4.25

REV UP YOUR MORNING  
\$5

BODY ARMOR NATURAL SUPER DRINK  
2/\$3

Monster Energy

RED BULL

Turning Out the best items on the grill

Monster Energy  
16 oz  
2/\$4

ULTIMATE PLUS CARWASH  
\$14

Monster Energy

Rate Naturally  
99¢

Rise & Shine Breakfast  
\$3

Stock-Up Sale  
2/\$9

or South of the Border?  
Bacon, Egg & Cheese Croissant  
Egg & Cheese Tornado

FRESH!  
Deli Sandwiches  
Made to Order  
SHEETS

Coca-Cola  
20-ounce varieties  
2/\$3

UnitedMedia  
SOLUTIONS  
audio and visual messaging for business

In-Store Digital Signage Solutions



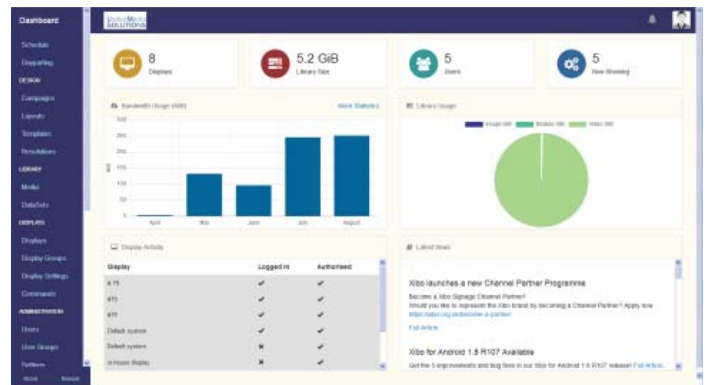
Take the mystery out of digital signage advertising with InfoLink, from United Media Solutions.







Created specifically for use with the InfoLink Music and Messaging System, and utilizing our patented programming features, the InfoLink Digital Signage Module makes your digital signage program easy to implement and even easier to manage.

Our software development team has designed an intuitive, user-friendly website that allows you to program and manage your digital signage program with just a few clicks.

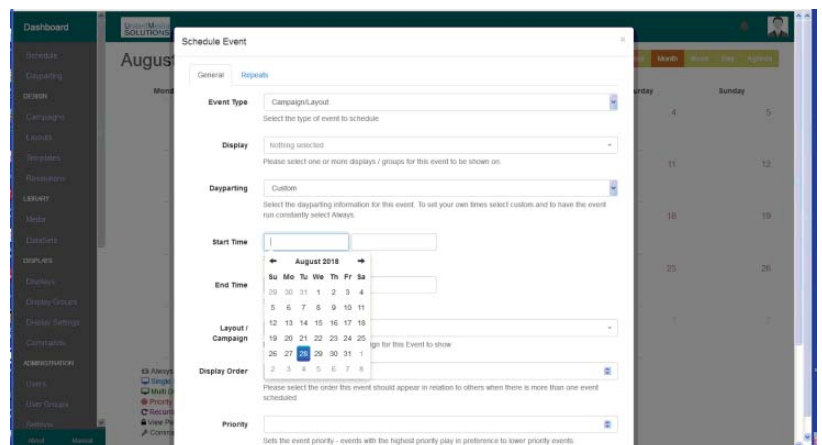
Easily upload signage designs from your advertising agency, from United Media Solutions' in-house design studio, or create your own digital signage from a variety of templates.

Once your digital signage library is complete, it is simple to schedule the days and times when the signs will rotate in your stores. Program them for immediate release, or schedule months in advance.



44	coast service.PNG	image		0:00:10	2.19 MB	Administrator		coast service.PNG
43	clients.PNG	image		0:00:10	1.72 MB	Administrator		clients.PNG
42	VBEnergy.jpg	image		0:00:10	1.12 MB	graham enterprise inc	Graham Corporate	VBEnergy.jpg
41	Dasani.jpg	image		0:00:10	350.26 KB	graham enterprise inc	Graham Corporate	Dasani.jpg
40	MonsterEnergy.jpg	image		0:00:10	464.57 KB	graham enterprise inc	Graham Corporate	MonsterEnergy.jpg
39	NeuroEnergyDrink.jpg	image		0:00:10	786.2 KB	graham enterprise inc	Graham Corporate	NeuroEnergyDrink.jpg

Showing 1 to 25 of 39 entries





We think you will agree the InfoLink Digital Signage Module, in conjunction with our time-tested and patented InfoLink system, is the easiest and most versatile on the market today.

## digital signage is proven to enhance customer shopping experience

We invite you to call us for a personalized demonstration, and we'll show you how customized digital signage can work for your organization. It's truly a vision of the future!



Since 1988, United Media Solutions has been at the forefront of technology in the on-hold industry, evolving to also provide overhead music and messaging. We remain on the cutting edge by now providing personalized digital signage programs for any size business.



## complete and customized solutions

- Web-based or on-site control
- Music customization
- Acoustical matching and optimization
- Patented, centralized control center
- U.S. based network operations
- Maximum fidelity and clarity
- Factory trained technicians and installation experts





## About the books

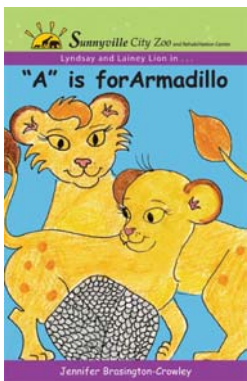
Lainey Lion Adventure Books are geared toward children and educators of children ages Pre-K to 8 years.

- Parents will delight in reading these smart books to their children, and preschoolers will love the vibrant, expressive illustrations.
- Beginner readers will love discovering new words and building their reading vocabularies.
- Advanced readers will have fun learning about animals and laughing along with Lyndsay and Lainey and their escapades.

Lyndsay and Lainey are orphaned lion cub sisters who live in the Animal Hospital at the Sunnyville City Zoo and Rehabilitation Center.

Because they are young cubs, Lyndsay and Lainey have a lot to learn about the world around them. They are eager to meet every visitor or patient at the Animal Hospital, and while they may jump to conclusions about these new animals at first, they always make a new friend.

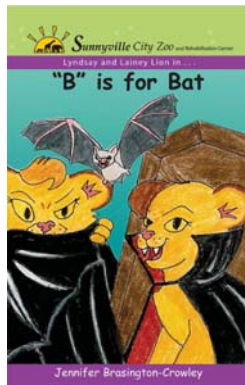
### "A" is for Armadillo



Lyndsay and Lainey Lion are intrigued by the rock that is brought into the hospital for surgery. Why would Dr. Tristan operate on a rock? Join Lyndsay and Lainey as they discover there is

more to this armored visitor than meets the eye!

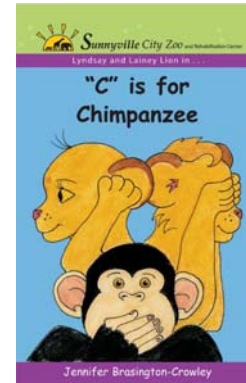
### "B" is for Bat



Lyndsay and Lainey Lion try all the tricks to keep from being the vampire bat's next victims. Will they make it until morning? Join Lyndsay and Lainey as they learn the difference between fact and

fiction behind the vampire bat!

### "C" is for Chimpanzee



Is it a monkey? Is it a human? What exactly is this hairy little person visiting the hospital who's speaking with humans by moving its hands? Join Lyndsay and Lainey as they discover the

fun facts in "C" is for Chimpanzee.

## About the author/illustrator

Jennifer Brasington-Crowley loves animals and loves her kids. She wanted to extend her love for animals to her daughters, and began writing and illustrating books for them. She now wants to share these books with you!

Using her formal education in writing and graphic design, plus her own passion for wildlife and conservation, Jennifer has created fun, fact-packed story books for children and parents who love animals.

## For more information

For more information, or to place an order, visit us online at

[www.sunnyvillezoo.com](http://www.sunnyvillezoo.com)

Books also available on Amazon.com.



## OVERHEAD MUSIC

### Music Maestro

Internet based system; not live streaming  
All music is hand-picked and filtered for family-friendly, businesses-appropriate songs and artists. Custom channels available for businesses that require a unique sound to capture the image their customers expect.



### SiriusXM Music



Buffered satellite streaming  
SiriusXM for Business offers 69 commercial-free music channels with a great variety to fit most business needs.

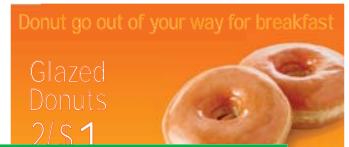
### Overhead Music Packages Include:

- Patent-protected Link system with best in class feature set.
- Complete customizable music and messaging solution.
- User-friendly online software with extensive features.
- Impact-driven custom message writing and production.
- Separate telephone message on-hold capabilities
- Month-to-month, performance-based agreements, worry free maintenance agreements and existing sound system agreements all available to fit your company's needs.

For more information, contact  
James Cirilli, National Sales  
800.373.8200 ext 120

## DIGITAL ADVERTISING

Centralized Management Link  
Account (control your media)  
Dedicated Account Manager  
Customer Support Services



## ENGINEERED SOUND SYSTEM

Acoustical Engineers and  
Layout Consultants

We work hard to bring you the best quality sound while keeping within your budget. All installations are done by our own factory trained technicians.



## SCENT MARKETING

Multiple solutions from small desktop units to commercial grade HVAC diffusers. All scents use non hypoallergenic oils, never any scent beads or cheap imitations.

United Media Solutions is the only major music company with its own factory trained technicians.

Music Maestro and Digital Advertising are both available in network or Wi-Fi connections.





# Feature Story

**UnitedMedia SOLUTIONS**  
audio & video messaging for business

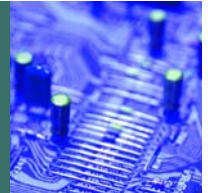
(cont. from page 1 UMS)

than just on-hold, as the name Info-Hold implies.

United Media Solutions combines our entire marketing efforts, plus is general enough to include efforts that we may add in the future. Anywhere you see advertising, you'll see United Media Solutions.



## Marketing & Sales



### PMG Airport - Indianapolis

The Grand Opening of the newest Circle K at the Indianapolis Airport is a big deal, in more ways than one. Info-Hold, Inc. has secured an agreement to provide not only overhead music and messaging for this location, but digital signage as well.

Petroleum Marketing Group, with whom we already

have secured 3 locations, opened the PMG Airport Plaza in Indianapolis. Grand opening deals were only to be advertised



during the morning hours of October 25th, then quickly switched to regular November promos at 1:00 that day. Info-Hold programming allowed for this to take place with little to no hassle.

We believe that the audio and visual message model is where more business will come in the future.





# Marketing & Sales

## Third Party Ad Program continues to make impressions

We are proud to announce the success of the Third Party Ad program at Info-Hold. With monthly additions to the Speedway third party message clientele, the venture is deemed a success. Among the list of repeat customers are the American Dairy Association of Indiana and Indiana Hoosier Lottery, as well as newcomers such as Tropicana, Wheat Thins, Moerlein Lager House, Dish Network and Snyders of Hanover.

The most recent client to join Third Party Advertising is Fallas Department Stores. Info-Hold currently has systems installed in 14 locations in California.

Third party advertising is a win-win situation for Info-Hold and our clients. Third parties purchase overhead advertisements to play in the store locations. Typically, Info-Hold splits the revenue with the client 60/40. If utilized to the fullest, clients can offset the price of the Info-Link system with the revenue generated from third party ad sales.

We look forward to growing this end of the business even more in the future.



hoosier lottery.



# Marketing & Sales



## Bank of America

Bank of America has entered into an agreement with Info-Hold's voice studio for on-hold and voice prompt messages for their call centers. Bank of America provides Info-Hold with written copy, which we in turn record and upload to their phone systems.

Bank of America currently operates call centers across the entire U.S. Info-Hold is supporting 64 call centers with a projected 300 messages a year, resulting in approximately 40k in revenue.

This is a great opportunity for Info-Hold to work with such an esteemed company, and this ongoing project looks to be profitable for both parties.





# Marketing & Sales



## Houchens Markets David Finkhousen

Houchens Markets, which own IGA, Houchens Markets and Save-A-Lot grocery stores, has entered a trial agreement with Info-Hold for the overhead Music Maestro system through Info-Link. Music Maestro is a music database created by Info-Hold with customized music channels available for our clients. It works just as SiriusXM, with absolutely no commercials, DJ chatter or inappropriate music.

Houchens has been taking advantage of our overhead marketing as well, by programming overhead messages that correlate with the store's monthly sales and promotions.

We look forward to building a thriving relationship with this relatively new client.



# Marketing & Sales



## Haverty's Furniture

Info-Hold has added its services to Havertys store locations throughout the U.S. Havertys was founded in 1885 and now operates over 140 stores in 17 states.

Utilizing Info-Hold's patented Info-LinkXM system with integrated SIRIUS Satellite Radio, Havertys is able to play music and high-impact marketing messages directly to customers. This creates not only a unique shopping experience, but also allows Havertys to market specific products to customers at specific times, such as sales, holiday gift ideas, etc. Info-Hold provides its own in-house professional copywriting and production services for clients to utilize these overhead marketing messages.

Havertys currently has 55 locations installed with the Info-Link SiriusXM system. Individual store managers are responsible for their own store's music, and each manager has been assigned their own secure log in. This gives the store managers the feeling of empowerment and the ability to adapt music stylings to their choice, but all within a corporate approved selection of SiriusXM channels.





# Marketing & Sales

## Loaf N Jug

Info-Hold has been supplying Loaf 'N Jug convenience stores with overhead SIRIUS music and messaging services since June 2012. Over the past year, Loaf N Jug has embraced the power of overhead advertising and runs new ads with their monthly promotions in all locations with the overhead Link SiriusXM system. Music and customized marketing messages are directed to customers while in the store and while fueling their vehicles at the pump.

Loaf 'N Jug is a division of the Kroger Company, and operates 174 convenience stores primarily in Colorado and Wyoming with additional stores in North Dakota, South Dakota, Montana, Nebraska, Oklahoma, and New Mexico. Info-Link SiriusXM is installed in 139 locations throughout the country.



## Loaf 'N Jug



# Marketing & Sales



## Hess Express

Utilizing Info-Hold's patented Info-Link SiriusXM System, HESS Express convenience stores and gas stations play music and customized marketing messages directed to customers at the pump and in the stores.

Overhead advertising has been a success for Hess Express, and they change their monthly overhead messages monthly along with their in-store promotions. Hess requests programming for specific times of day and in specific regions. For example, breakfast items from Quiznos only play in Quiznos locations from 6am until 10am, etc.

This has been a learning opportunity for both sides,

and the relationship with Hess has also helped Info-Hold streamline its overhead ad distribution for many of our other convenience partners as well.

Hess has been continuously adding locations with the Info-Link SiriusXM since we began our relationship in 2011. There are currently 720 national Hess Express locations utilizing the Info-Link SiriusXM system.







# Marketing & Sales

## True North

True North has selected Info-Hold to supply their convenience store and gas station locations with overhead SiriusXM music and messaging services. Utilizing Info-Hold's patented Info-Link system with integrated SiriusXM Satellite Radio, select TrueNorth locations are able to play music and customized marketing messages directed to customers while in the store and while fueling their vehicles at the pump.

True North has been taking advantage of the overhead marketing strategy provided through the Info-Link system, and adds customized messages to correlate with their monthly promos.

TrueNorth operates convenience stores and gas stations throughout Cleveland, Columbus, Dayton,

Toledo and Youngstown. There are currently 69 sites with the Info-Link SiriusXM system installed.



# Marketing & Sales



## Walters Dimmick

Walters Dimmick Petroleum is now supplying national Shell gas locations with overhead SiriusXM music and messaging services through the patented Info-Link system.

Walters Dimmick Petroleum owns a chain of Shell gas locations throughout southwest Michigan and northern Indiana and Ohio. Additionally, Walters Dimmick Petroleum has incorporated several food service companies, such as Subway, Quizno's, Jimmy John's and Country Kitchen into several of its locations for additional revenue. Most recently, the company has converted many of its convenience stores into small IGA Express locations.

Many overhead messages for Walters Dimmick have

been site specific, and Info-Hold has been able to develop a system for seamlessly delivering the correct overhead messages to the correct locations, at the specified playing times.

The Info-Link SiriusXM system is currently installed in 42 locations.





# Marketing & Sales

## News America

Info-Hold is happy to announce a new partnership with News America Marketing, the nation’s premier marketing services company. News America Marketing in-store brand, SmartSource, provides at shelf displays, including coupons, shelf-talkers, entryway signage and in-store video for 3rd party advertisers to promote their brands.

Info-Hold is teaming up with News America SmartSource for in-store applications in their already established 4600 C-stores, with potential for over 16,000 non-network store locations.

Through the partnership, Info-Hold and News America will offer in-store marketing signage

and audio at no cost to the store owner. News America will produce and install the signage and Info-Hold will provide the audio overhead messaging. Together, Info-Hold and News America will work to secure advertisers, and we will revenue share the sales.

The audio and signage package is a desirable marketing plan for most brands, and we look forward to growing this business.



# Trends in Technology



## Independent Artists.

Info-Hold is currently working to secure independent music artists to supply us with original music for use with the Music Maestro library. By working with unsigned artists, Info-Hold is able to not only showcase original music not found elsewhere on the radio broadcast, but provide this music with no licensing or recording fees.

Store owners are not looking to play specific artists or songs on their overhead system - they are looking to fill the silence. Unsigned artists take away from the distraction of overly popular hit songs that may drive customers away. Plus, these independent artists have the opportunity to showcase their music to potentially thousands of listeners.





# Trends in Technology



## Music Maestro

What's the best thing to happen to overhead music? The Music Maestro system from Info-Hold. Music Maestro is Info-Hold's completely custom created music channel options for use with

the Info-Link overhead music and message system. Music has been hand-picked for a wide selection of songs and artists, without the worry of profanities, DJ chatter, artist interviews, or other inappropriate or unwanted clutter.

Channels include:

*The Kitchen Sink* - over 1000 songs for every listener's tastes

*Mumbler* - Acoustic Singer Songwriters

*Youthquake* or *Bad Plaid* - Alternative Grunge Rock

*Denim* - Working Man's Rock and Classics

*Pleading the (Beethoven's) Fifth* - Classical

*Christakkua* - Holiday favorites across the board

*Soda* - Everybody's Favorite Pop Hits

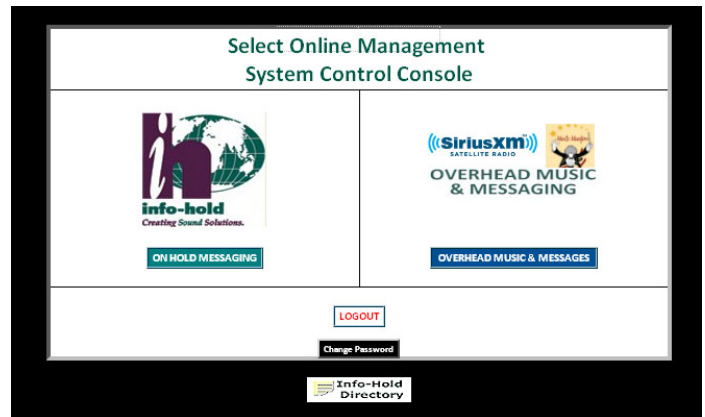
*Used to call it College Rock* or *Hookah* - Alternative Pop/Rock-

*Sunny* - Adult Contemporary

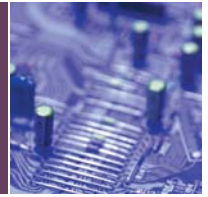
*Guns N Jesus* - Country Hits from the Classics to Today

*Dinosaur* - Classic Rock

Clients currently utilizing the Music Maestro system include Houchens, Champlain Farms, Home Depot, Fallas, Community & Southern Bank and Shopko.



# Trends in Technology



## Digital Signage

Created specifically for use with the Info Link Music and Messaging System and utilizing our patented programming features, the Info-Link Digital Signage Module makes digital signage program easy to implement and even easier to manage.

Our software development team has designed an intuitive and user-friendly web site that allows clients to program and manage digital signage with just a few clicks.

Clients can upload signage designs from their advertising agency, from Info-Hold's in-house design studio, or they can create their own digital signage from a variety of templates.

Info-Hold has been working with Sheetz, Loaf N Jug, Petroleum Marketing Group and Champlain Farms on digital signage programs in conjunction with their regular overhead promotions.



Name	Description	Owner	Permissions	Actions
Layout 2		Demo		Schedule Now Design Edit Copy Delete Permissions
Layout 3		Demo		Schedule Now Design Edit Copy Delete Permissions
Sample	Sample Layout	Demo		Schedule Now Design Edit Copy Delete Permissions

Ahhhhh....  
Pure Refreshment



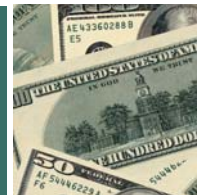
Don't go out of your way for breakfast



16oz. Coffee & Donut  
\$1.99  
combo



# Litigation & Acquisitions



## Info-hold, Inc. and MUZAK

The battle continues between Info-Hold, Inc. and media Goliath MUZAK, on infringement of one of Info-Hold's 5 U.S. patents. The trial date has been vacated by the judge until more findings are complete.

Infringement is only part of the battle. Info-Hold litigation team needs to convince a judge or jury that the MUZAK system does what the Info-Hold system does, within the written claims terms.

There is a total of 5 claims, where MUZAK is attempting to challenge the evidence. The motion is out to push for reasonable royalties for infringing on our patent.

A portion of the core issues is MUZAK's definition of what is means when "a caller is



placed on hold" versus Info-Hold's definition of this claim. The judge involved in the case could not understand the technology involved in the definition, and out of convenience, agreed to the claim. Info-Hold is currently appealing.

There is no trial date set for this year, with a trial likely to be set in 2014.





# Trends in Technology



# Contributors & Staff

## Sepine Mini System

Meet the smallest thing to happen to overhead music and messaging - the Sepine Mini System. This miniscule system is really a powerhouse in disguise. The same power and quality we'



Link systems, condensed to a hand-held package. Gone are the cumbersome PC units secured to the backboards, encroaching on prized space in your phone room. The Sepine Mini System slips in unnoticed, until you cue the music and messaging. Info-Hold is excited for the opportunity to work with the Sepine Mini and begin installing in locations throughout the U.S. where Info-Link is used.

Joey Hazenfield .....President/CEO  
Kevin McCullough ..... Vice-President  
Mark Mason.....Corporate Sales  
Bryan Creed ..... Interconnect Sales

Jennifer Brasington ..... .Marketing/PR  
Ryan DeMougin.....Software Engineer  
David Finkhousen.....Corporate Sales  
Dave Gardner ..... Manufacturing/Warehouse Mgr  
Nathan Geiger ..... Director of Field Operations  
Jeff Haas.....Corporate Sales  
Wanda Haigis.....Customer Service  
Beth Landfried.....Director of Creative Services  
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## *Reflections and Goals IH Newsletter*

November - Volume 3

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