



BrandLoyalty

Happy people,
better business

We're proud
to reveal our
new look and feel!

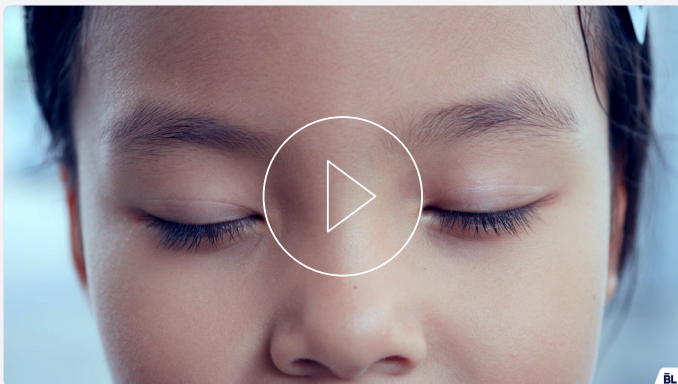


Over the last few years, **BrandLoyalty** has transformed, evolved and grown – and so, it is time to refresh our identity, to become closer to ourselves than ever before.

We're proud to reveal an identity that's not only reflects who we are today, but is ready for the future – driven by a fresh style that sparks our excitement for intensifying connections.

Happy people,
better business

See how we boost loyalty by campaigns that
make people happy.



This is just the start of our journey in our new look, and we can't wait to see where it takes us from here. Read more about our new look on our website and follow us on LinkedIn!

[More on brandloyalty.com](#) →

CHINA

Alibaba.com

Alibaba's online marketplace launches senior-friendly shopping app

To make its shopping app more accessible for the elderly, **Alibaba Group's** online marketplace, **Taobao**, has introduced a 'senior mode'. The new features include larger font, simplified navigation, voice-assisted technology, and personalised product recommendations for seniors, who make up almost 19% of the population of China. Source: alizila.com



USA

Walmart

Walmart to trial in-store bitcoin ATMs

Walmart, coin-cashing machine company **Coinstar**, and crypto-cash exchange **Coinme** have joined forces to bring shoppers bitcoin ATMs at 200 stores. The initial pilot rollout, which lets shoppers use cash to buy bitcoin, is expected to eventually expand to 8,000 bitcoin ATMs. Source: pymnts.com

UK

TESCO GORILLAS

Tesco pilots ultra-fast delivery

Tesco and rapid-delivery company, **Gorillas**, have come together to let shoppers in selected areas use the Gorillas app to purchase their favourite Tesco products and have them delivered to their door in just 10 minutes. For the pilot, there are five micro-fulfilment sites within large Tesco stores on-hand to fulfil shoppers last minute demands.

Source: tescopl.com





USA & UK

Walgreens

New consumer-centric strategy for Walgreens Boots Alliance

As part of its initiative to transform into a healthcare-focused company, **Walgreens Boots Alliance's** new consumer-centric healthcare strategy includes investments in **VillageMD** and **CareCentrix**. The investment will help accelerate the business' plans to expand its health, wellness, and clinical care services.

Source: walgreensbootsalliance.com

USA

CIRCLE K

Circle K expands frictionless-checkout experience

In partnership with **Standard AI**, **Circle K** is expanding its innovative journey to provide fully autonomous checkout solutions. The fully frictionless technology uses a network of AI-powered cameras to identify products shoppers select and automatically adds their purchases to the Circle K mobile app.

Source: csnews.com



EMEA

Disney

BrandLoyalty and The Walt Disney Company extend collaboration

Following a successful three-year strategic collaboration, BrandLoyalty has extended its exclusive partnership with **The Walt Disney Company**. As a result, BrandLoyalty will continue to offer retailers across EMEA loyalty promotions featuring Disney brands and franchises known and loved around the world. This includes The Walt Disney Company's newly acquired properties, such as Avatar, National Geographic, The Simpsons, and Ice Age. Source: BrandLoyalty



UK

ASDA

Asda to launch support for emerging brands

Emerging and entrepreneurial brands could get easier access to shelf space in **Asda** thanks to a new incubator program. The 'Nurture' scheme will involve a calendar of themed product launches, and new suppliers will have access to data, end-to-end supply chain training, and a dedicated team to nurture their growth. Source: corporate.asda.com





JD.com to open first physical store in Netherlands

The world's third-largest e-tailer **JD.com** is to open a brick-and-mortar store in the Netherlands under the name **Ochama**. The new store will sell food and non-food items and is part of JD.com's expansion into the Netherlands, which already includes a distribution centre. Source: retaildetail.eu



FRANCE

Intermarché develops 'Better Eating' loyalty program

To help shoppers on a budget of less than or equal to € 700 have easier access to fruit and vegetables, **Intermarché's** 'Better Eating' loyalty program gives card-carrying shoppers 10% off fruit and vegetables and lets families have access to 10% off the products they buy the most.

Source: mousquetaires.com



FRANCE

Carrefour to teach in-store employees sign language

To offer the best experience for deaf and hard of hearing shoppers, **Carrefour** will be teaching its in-store employees French sign language as part of an awareness-raising campaign. The initiative is the latest in Carrefour's drive for inclusion and follows the introduction of quiet hours in-store for people with autism spectrum disorder. Source: carrefour.com

INDIA



7-Eleven opens first store in India

7-Eleven's unique style of convenience, signature food and drinks, and products created to appeal to the local community, has arrived in India. The two-story, 1,700-square-foot store, opened by **7-India Convenience Retail Limited**, is the first of several stores anticipated to open in India this year. Source: corp.7-eleven.com



CHINA



Hema Fresh initiative boosts farming sector

Hema Fresh, **Alibaba's** retail marketplace for fresh produce, is setting up 1,000 'Hema Villages' in a bid to modernize China's agricultural sector. Over the next five years, Hema Fresh will purchase USD 15.7 billion worth of produce from farmers. Once at Hema Village, shipments will have QR codes so shoppers can discover where the products are from and get recipe suggestions.

Source: esmmagazine.com



RUSSIA

Lenta implements in-store cleaning robots

Russian super and hypermarket chain **Lenta** is piloting automated cleaning with two models of cleaning robots. The larger model has a beacon to warn shoppers and staff of its movement, whereas the smaller robot can easily bypass obstacles whilst cleaning and automatically docks in a battery charging workstation. Source: retail.ru



UK

Tesco introduces Clubcard Pay+

Shoppers at **Tesco** have a new way to pay, save, and pick up Clubcard points. Clubcard Pay+ includes several new features including the ability to add funds and ringfence spend from any UK bank account into a Tesco Clubcard Pay+ account using the Tesco Bank mobile app, and the option to round up purchases to the nearest pound and save the difference in a round up account. Source: retailtechnnovationhub.com

TESCO



HONG KONG

Ikea opens world-first Close to You concept store

Shoppers in Hong Kong can visit the first-ever **Close to You** concept store by home furnishing giant **Ikea**. Described as a 'digital experience', the new concept store has a two-meter-high interactive screen featuring home decor inspiration and a Swedish cooking interactive screen where shoppers can receive free cooking recipes.

Source: insideretail.asia

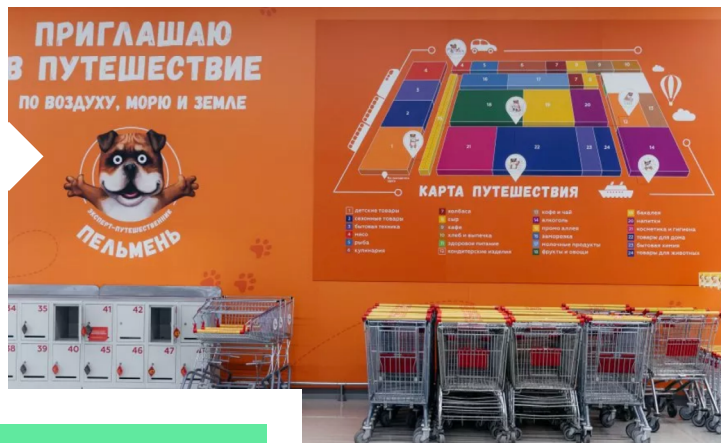


RUSSIA

Magnit launches first pharmacy dark store

Shoppers can click & collect from about 8,000 items at **Magnit's** first-ever pharmacy dark store. The 250sqm pilot warehouse store stocks items such as over-the-counter medicines, medical devices, health products, and dietary supplements, which shoppers can pick up from an online order collection area or shop for in-store.

Source: retail.ru

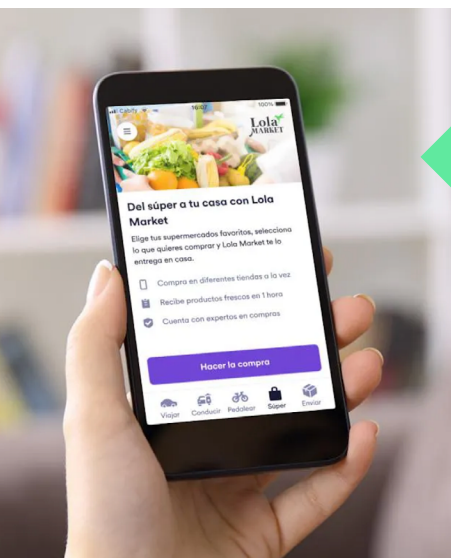


SPAIN

Ride-hailing service Cabify adds grocery deliveries

Spanish ride-hailing service **Cabify** has joined forces with local grocery picking start-up **Lola Market** to offer shoppers the option to shop for groceries via the Cabify app and have them delivered to their homes. Lola Market delivers groceries from several Spanish supermarkets such as **Lidl**, **Carrefour**, **DIA**, **Makro**, and **Alcampo**.

Source: techcrunch.com

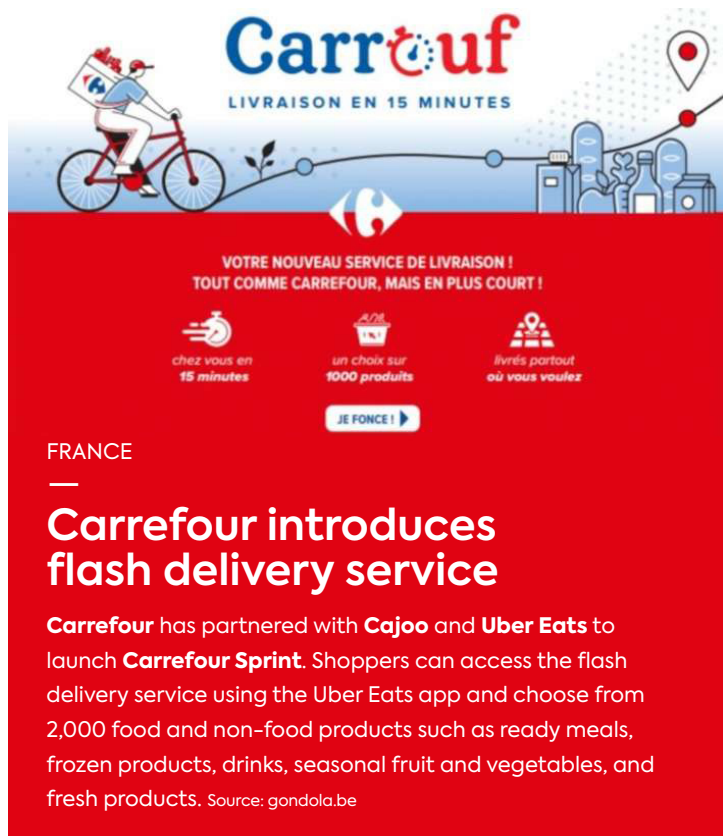


THE NETHERLANDS

AH introduces subscription plan

Shoppers at supermarket chain **Albert Heijn** can save even more on their in-store and online purchases thanks to a new omnichannel subscription, which lets them save up to more than € 100 for € 12 a year. Called 'My Albert Heijn Premium', the initiative is the supermarket's latest move towards digitalising its customer programme. Source: nieuws.ah.nl





Carrefour
LIVRAISON EN 15 MINUTES

VOTRE NOUVEAU SERVICE DE LIVRAISON !
TOUT COMME CARREFOUR, MAIS EN PLUS COURT !

chez vous en 15 minutes
un choix sur 1000 produits
livrés partout où vous voulez

JE FONCE !

FRANCE

Carrefour introduces flash delivery service

Carrefour has partnered with **Cajoo** and **Uber Eats** to launch **Carrefour Sprint**. Shoppers can access the flash delivery service using the Uber Eats app and choose from 2,000 food and non-food products such as ready meals, frozen products, drinks, seasonal fruit and vegetables, and fresh products. Source: gondola.be



Zwilling Bela cutlery at V Markt Germany

For the first time Zwilling Bela cutlery range will be available at V Markt Germany, making it its first program with household items!

Intermarché is going green & digital with a new bakeware range loyalty program!

For the first time in France, an Intermarché loyalty program is running 100% digitally in one region. Fidelity cardholders can collect stamps directly on their loyalty card each time they shop and automatically get their stamps and can immediately redeem them against the product of their choice.



RUSSIA

Magnit opens large format superstore with travel theme

Shoppers at **Magnit** superstore will be able to 'travel' around the 5,000sqm retail space thanks to a travel-themed installation featuring a balloon, a convertible, and a 'Southern Express' moving suspended train. On arrival, shoppers are met by a character guide who directs them round the store and there is also themed signage throughout to complete the immersive experience. Source: retail.ru



Zwilling Profile Knives at Billa & Billa Plus Austria

Billa shoppers will receive the opportunity to collect professional knives from the Zwilling Profile range! Loyal customers can choose from seven different profile knives and can complete their collection with a matching knife block, bamboo cutting board or a 5-Star Steak knife set.



Frozen plushes and Spiegelau glasses are now available at MAKRO Belgium!

For the first time at MAKRO Belgium, a Disney loyalty program is taking place. It is running together with a Spiegelau glasses campaign.

Marvel heroes are back at OMV!

Marvel heroes in the form of plush and mugs are back at OMV gas stations in Slovakia! The big bet is on the Groot character plush – a very popular product. OMV is investing in this promotion once again, with displays, a super fun TVC and digital activations on its website and social media.