

Things we see in retail & loyalty



RUSSIA



Magnit introduces AI-powered customer offers

Magnit has introduced specially tailored AI-powered algorithms to provide shoppers with the most relevant promotional offers. The new business process uses data from Magnit's loyalty program to automatically create hyper-personalised promo offers for a variety of customer segments based on hundreds of parameters. Source: Magnit



Happy 2022!

Reinvention is the action or process through which something is changed so much that it appears entirely new. **To me**, 2021 has certainly been the year of reinvention. At BrandLoyalty, we have reinvented the way we work, how we stay connected but also our look & feel. We've reinvented delivery and execution. We've reinvented sustainable innovation. We've reinvented to refocus. But before we move forward it's **time to look back**, with BrandLoyalty's yearly review – reflecting on all highlights of the last year. From sustainability to intensifying connections and smart creative innovation, 2021 has been a year like no other. **Happy 2022!**

Claudia Mennen
CEO BrandLoyalty

Year in review

BrandLoyalty



GERMANY

Brands unite for COVID vaccination campaign

Some 150 companies and brands such as **Lidl**, **Edeka**, **Burger King**, **Deutsche Bank**, and **Kaufland** have come together to launch a 'Together against Corona' campaign in a bid to encourage the German population to get vaccinated. Source: fd.nl



Quadratisch. Praktisch. Geimpft.



Das Impfen oder nichts.

AKTION MENSCH

Fürs WIR geimpft

Wir **impfen** uns
den Weg frei.

OTTO
Impfen...find' ich gut.



Freude am **Impfen**



BELGIUM

Albert Heijn launches 1+1+1 promotion

Albert Heijn's new promotion benefits both the shopper and food banks. The campaign motto 'Why choose between giving and receiving?' refers to the set-up of the promotion; when a shopper purchases one product, they get another one free, and Albert Heijn donates one to the food banks. Source: retaildetail.be/nl



UK

Research shows shopping carts with vertical handles boosts spending

A new study has shown that shoppers using a shopping cart with two vertical parallel handles buy more groceries than shoppers using shopping carts with traditional horizontal handles. The research by scientists from the **Bayes Business School** (University of London) and the **University of Innsbruck** found that those using two vertical parallel handles spent over 30% extra. Source: distrifood.nl

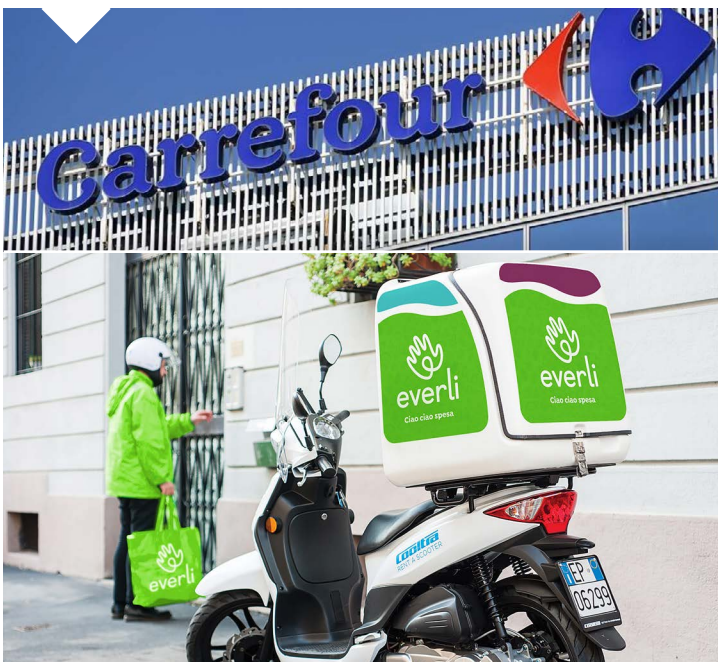


FRANCE

Carrefour 

Carrefour and Everli introduce home delivery service

Carrefour has become the first national distributor to join the **Everli** grocery service platform in France. Due to the partnership, shoppers can arrange same-day home delivery from up to 20,000 products ranging from meats and fish to bread and cheese. Source: retaildetail.be/nl



UK

TESCO

Tesco's Christmas carrot giveaway

To generate festive fun in-store, **Tesco** gave away free carrots for reindeers at its larger Tesco Extra and Tesco Superstores in December 2021. The reindeer treats were available from Monday 21st December until Thursday 24th December, so shoppers had a carrot to leave out for Rudolph on Christmas Eve. Source: thesun.co.uk



NETHERLANDS

bol.com

Bol.com takes majority stake in Cyclooon

Dutch e-commerce giant **bol.com** has entered the delivery market after taking over bicycle courier platform **Cyclooon**. The deal, which sees bol.com take a majority interest before acquiring the rest of the shares in four years, is a step towards bol.com's ambition to reduce its direct footprint to 0 grams of CO2 emissions per package by 2025. Source: retaildetail.be/nl



vivo
Villeroy & Boch Group

μέχρι/up to
-84%
έκπτωση
discount

Knives

Αποκτήστε τη συλλογή με τα ψώνια σας



CYPRUS

METRO

Metro Cyprus introduces new loyalty program

Following successful vivo | Villeroy & Boch glasses and double walled campaigns, **Metro Cyprus** is offering loyal shoppers a vivo | Villeroy & Boch knives promotion. For each €10 spent, shoppers will receive a stamp. Once they've collected 10 stamps they can redeem them for one of nine items from the vivo | Villeroy & Boch knife range.

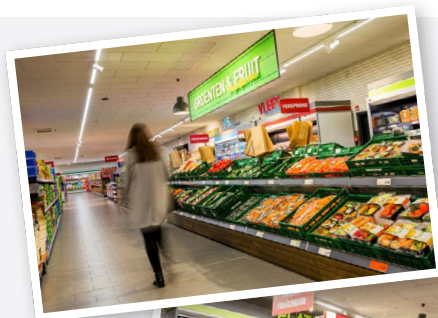
Source: BrandLoyalty

BELGIUM



Aldi launches fresh market concept

Aldi's renewed store concept offers shoppers a fresh market experience. The innovative new-look shop floor will group fresh products such as meat, fish, fruit, vegetables, fruit juices, and pre-packaged salads together at the entrance so shoppers have immediate access to the items most often at the top of their shopping lists. Source: retaildetail.be/nl



NETHERLANDS

New owners for Bijenkorf department stores

A 50:50 partnership between **Central** (a retail, real estate, and hospitality firm) and **Signa** (an Austrian real estate and retail company), has taken over the **Selfridges Group**, which is the parent company of the **Bijenkorf** department stores. It is reported that previous owners, the **Weston family**, wanted €4.7bn for the group.

Source: dutchnews.nl

USA

Seasonal shopping surge in States

A **Mastercard Spending Pulse** study has revealed the strongest increase in spend by US shoppers in 17 years. The study found that between 1st November and 24th December 2021 retail sales were up 8.5% over last year, online sales were up 11%, and clothing saw a 47.3% increase in sales year-to-year. Source: reuters.com



EUROPE

Numerous companies ban Brazilian meat

Following a critical report by environmental organizations **Mighty Earth** and **Repórter Brasil** linking Brazilian meat to the destruction of the Amazon rainforest and deforestation of the Cerrado savannah, **Carrefour**, **Sainsbury's**, and **Albert Heijn** are banning Brazilian meat and **Lidl** is discontinuing South American beef. Source: retaildetail.eu/en

INDIA

Zepto secures \$100 million in latest funding round

In its latest funding round, the 10-minute grocery delivery service **Zepto** has secured \$100 million from investors such as **Nexus**, **Breyer Capital**, **Global Founders Capital**, and **Glade Brook**. This latest investment has seen Zepto's value grow to \$570 million in the five months since it launched.

Source: retailnews.asia

zepto



USA & EUROPE

amazon

Amazon to deliver supermarket groceries

Amazon is to offer shoppers in the United States and continental Europe the option to have groceries delivered from supermarket chains in 2022. **Amazon Prime** members in the UK already benefit from this delivery service, with same-day deliveries available from **Co-op** and **Morrisons**.

Source: retaildetail.eu

CHINA

Alibaba promises carbon neutrality by 2030

E-commerce giant **Alibaba** has announced that it will achieve carbon neutrality in its own operations and cut emissions across its supply chains and transportation networks by 2030. The Alibaba Group has also pledged to reduce carbon intensity produced across its wider value chain by 50% by the end of the decade.

Source: retailnews.asia

UK

Just Eat to offer Asda groceries

Just Eat has secured its first deal with a major British supermarket chain. The delivery platform's partnership with **Asda** means shoppers will be able to order Asda groceries from Just Eat, alongside their 60,000+ restaurant partners. It is the latest move in Just Eat's commitment to delivering the best service and range of options. Source: reuters.com

ASDA



USA

Motional and Uber offer autonomous food deliveries

Self-driving venture **Motional** and **Uber** have joined forces to start delivering meals from select restaurants on Uber's food delivery app, **Eats**. The deliveries will be made using autonomous versions of **Hyundai**'s fully electric IONIQ-5 vehicles. Motional is a joint venture of the **Hyundai Motor Co** and **Aptiv PLC**.

Source: reuters.com



Grab

One superapp.

Over 400 cities.

Millions of new beginnings.



MALAYSIA

Grab

Grab Holdings to buy Jaya Groceras

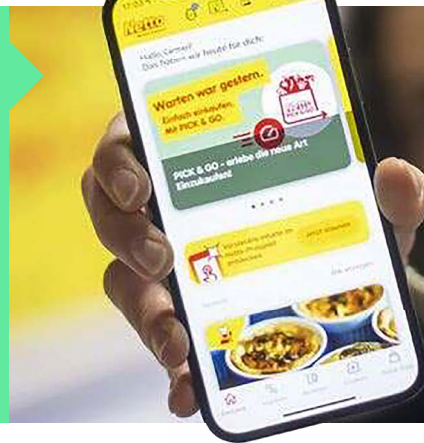
Ride-hailing and deliveries firm **Grab Holdings** is expanding its business by buying supermarket chain **Jaya Groceras**. The deal, which is reported to be worth \$425 million and expected to be completed in Q1 of 2022, will see Grab's grocery delivery service, **GrabMart**, broaden its reach across Malaysia. Source: forbes.com

GERMANY

NETTO

Netto trials cashier-less shops

Shoppers at **Netto Pick & Go** stores can select products and leave the shop without stopping at a checkout thanks to new automated technology. Shoppers simply log in using the Netto app and a series of in-store sensors and cameras track their actions and record their purchases before payment is taken via the app. Source: retaildetail.eu/en



USA

LOWE'S

Lowe's modernises its supply chain

Home improvement retailer **Lowe's** is transforming its supply chain to a new model that will see big and bulky products moving straight from the supply chain to shopper's homes without passing through the store. The new delivery model will help drive sales, improve inventory turns, and boost customer satisfaction.

Source: risnews.com

UK

MARKS & SPENCER

Marks & Spencer agrees net zero financing deal

As part of its pledge to become net zero in carbon emissions across its own operations, entire supply chain and products by 2040, **Marks & Spencer** has agreed a £850 million revolving credit facility that will see the retailer benefit from a lower interest rate if it meets its net zero targets.

Source: reuters.com

Brand
Loyalty

For more information, please connect to your BrandLoyalty contact person.

Happy people,
better business