

Things we see in retail & loyalty



UK



Co-op announces bold growth plans for its q-commerce offering

Co-op has announced the further expansion of its convenience-led food delivery service, growing its online business in 2022 by a further 50% to £300m. The retailer already uses robots to deliver to shoppers and has announced additional locations that will now offer the service. Co-op also announced it will roll out 'walking deliveries' in up to 200 locations, which will utilize Co-op's store footprint in local communities to reach smaller towns and villages often considered 'off-line' by quick-commerce providers. Co-op has recorded more than 36 consecutive months of online growth since first entering the q-commerce category in early 2019. Source: co-operative.coop

ITALY, SPAIN, DENMARK & BELGIUM



Gorillas to shed 300 staff and pull out of four markets

Rapid grocer Gorillas is cutting its global headcount by 300 and pulling out of Italy, Spain, Denmark, and Belgium, looking to shift to long-term profitability. Instead, it will look for "other strategic options" in the countries. The company said it will now focus on five key markets: Germany, France, UK, the Netherlands, and the US, from which it makes 90% of its revenue. Source: thegrocer.co.uk

CANADA & US



BrandLoyalty announces strategic collaboration with Disney in the United States and Canada

BrandLoyalty has announced a strategic collaboration with **The Walt Disney Company** in the United States and Canada. This follows the announcement in November 2021 about the continued collaboration with Disney in EMEA. BrandLoyalty has been able to exclusively offer loyalty campaigns covering the full spectrum of Disney's brands and franchises to retailers across EMEA in recent years. Now, BrandLoyalty can offer these loyalty campaigns exclusively in grocery stores in the United States and Canada and, for some Disney franchises, in convenience stores in Canada as well. The collaboration includes Disney, Pixar, Marvel, Star Wars TM, 20th Century Studios, and National Geographic.

Source: BrandLoyalty

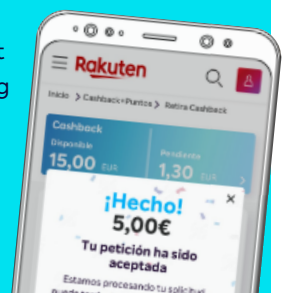
[More about the collaboration](#)


SPAIN, GERMANY & UK



Rakuten launches an innovative loyalty program

Rakuten Europe has announced the launch of a totally new loyalty program in Spain, Germany, and the United Kingdom, meaning that shoppers can receive up to 30% of their order amount in points to exchange for gifts. Following the example of Rakuten in the United States, Rakuten.es allows its members to earn cashback on their online purchases in more than 700 associated stores. Source: revistainforetail.com





SLOVENIA

National Geographic kids' campaign brings mini explorers to Mercator Slovenia!

Mercator in Slovenia has something for mini explorers this summer, with the first **National Geographic** kid's loyalty program. From the 19th of May shoppers can collect 24 different mini books filled with interesting facts and complete their collection with an album which features additional games. In addition, mini-explorers can collect for a range of animal plush that is made from recycled bottles. Source: brandloyalty.com



UK

Sainsbury's

Sainsbury's commits to £500m price investment as customer concerns grow

Sainsbury's chief executive has committed to investing a further £500m in lowering prices as customer concern over the cost-of-living crisis increases. The retailer will focus on keeping the price of essential items low, such as milk, eggs, meat, fish, fruit and vegetables, and key household essentials.

Source: www.retail-week.com



USA



Albertsons roll out their smart shopping carts to more locations

After testing self-checkout shopping carts, Albertsons has now announced that it will further roll-out the technology to more of its stores, making in-person shopping easier as consumers head back to brick-and-mortar stores. Source: cnbc.com



UK

Iceland

Iceland to launch over-60s discount as cost-of-living soars

Iceland, a British supermarket chain with an emphasis on the sale of frozen foods, is to launch a new discount for shoppers who are over 60, to help combat the soaring costs for UK households. Iceland said it would offer over-60s 10% off their shopping every Tuesday to support its older customers through the cost-of-living crisis. The move comes as supermarkets battle for their shoppers, with prices rising at their fastest rate for 40 years. Grocery prices in the UK were 5.9% higher in April than a year ago, according to research company Kantar.

Source: bbc.com

GLOBAL



Starbucks announces plan to launch NFTs

Coffee giant **Starbucks** has announced that it plans to enter the Web3 space with the launch of its own NFT collection later this year. The individual digital collectibles will provide their owners with access to exclusive content, experiences, and other benefits. The company has said that NFTs can help Starbucks to extend its brand's concept of the "third place", a place between home and work where people can feel a sense of belonging over coffee. Starbucks plans to build out the NFT community on an "environmentally sustainable" platform, in line with its existing sustainability commitments.

Source: thegrocer.co.uk



AUSTRALIA

Woolworths to acquire 80.2% stake in online marketplace MyDeal

Woolworths has announced plans to acquire a controlling interest in MyDeal, an online retail marketplace. MyDeal was founded in 2012 and specializes in furniture, homewares, and everyday products, offering more than 6 million products from around 1900 sellers.

Source: investors.mydeal.com.au



SWITZERLAND



Coop Switzerland cools down shoppers this summer

Coop Switzerland has launched a loyalty program to help customers relax and enjoy a carefree summer. The "Let's chill" campaign offers shoppers the chance to collect for a range of products that will enhance their summer, including a sloth lilo, beach towel, cool bag, and a tennis game. The rewards are available in more than 1,000 stores across Switzerland for 7 weeks.

Source: brandloyalty.com



US

KOHL'S

Kohl's enhances loyalty program to offer members 50% more rewards

Kohl's has announced the nationwide rollout of its new Kohl's Rewards program enhancement that will offer all members an elevated earn rate of 7.5% Kohl's Rewards on every purchase. Kohl's Rewards members also receive personalized deals and perks throughout the year, and a special birthday gift. Previously, all Kohl's Rewards members would earn 5% Kohl's Rewards, regardless of payment method. Source: investors.kohls.com

UK



Tesco launches 'Better Baskets' campaign to help customers fill baskets with better choices

Leading UK retailer **Tesco** has launched a campaign that aims to tackle the barriers that shoppers come up against when looking to fill their basket with better choices. 'Better Baskets' will include in-store zones, clearly signposted with the Better Baskets logo, that will feature products including foods that are high in fiber, plant-based options, low and no alcohol drinks, snacks and treats under 100 calories, products that have reusable, reduced and recyclable packaging.

Source: tesco plc.com

GERMANY

tegut...

Tegut launches digital customer loyalty program

German retailer **Tegut** has launched a new digital customer loyalty program - tebonus. The retailer has announced that the program will be the "most individualized customer loyalty program in food retailing". 'tebonus' offers savings and individualized offers for those who shop with them more often. Source: esmmagazine.com



UK



Morrisons acquires UK convenience store chain McColl's

Morrisons has prevailed in the race to acquire UK convenience store chain McColl's, following strong interest from the owners of Asda along with TDR Capital. The deal means that all of McColl's 16,000 staff and 1,100 stores, which include 270 Morrisons Daily formats, will be transferred to Morrisons' ownership. The existing wholesale agreement between Morrisons and McColl's 'will continue without interruption' with all stores continuing to open.

Source: retailinsight.ascentialedge.com

CHINA

Taobao launches live AI sign language

Alibaba Group's consumer-to-consumer retail platform **Taobao** has launched an AI sign language translation function that activates during livestreaming sessions. Said to be the first of its kind in China's e-commerce industry, a virtual 3D figure has translated around 20 online celebrities' live-streaming sessions in a bid to involve and engage more deaf shoppers to the site. Source: retailasia.com



NEW ZEALAND



DoorDash launches in New Zealand

The largest on-demand local commerce platform in the United States is expanding to New Zealand. **DoorDash** brings together communities by connecting consumers with their favorite local and national businesses bringing 'More to Your Door'. Since it was founded in 2013, DoorDash has launched in many countries including Canada, Australia, Japan, and Germany. Each month, the platform connects more than 25 million consumers, with more than 550,000 local businesses and restaurants, in more than 7,000 cities, offering a wide selection of the best food and products from the local neighborhood. Source: doordash.news



BELGIUM



Color your heroes to life at Carrefour Belgium!

At **Carrefour** stores across Belgium, shoppers can collect 144 Colour Magic cards in the latest loyalty campaign. For every €20 spent shoppers receive one pack of three colorable cards, with a full album of cards shoppers receive two extra offers: 2 Disney plush at a highly discounted price, and up to four discounted cinema tickets. Source: brandloyalty.com

FRANCE



Casino launches subscription program for seniors

After launching its subscription service to students last year, French supermarket chain **Casino** will now offer the discounted subscription service to seniors. The service gives members a 10% discount on their entire shopping basket, priority checkout and free home delivery for online orders. The normal subscription costs €10 per month, but students can benefit from the service for €2 per month and now seniors for €2.50 per month.

Source: lineaires.com

FRANCE



E.Leclerc protects prices on 120 everyday products

E.Leclerc has created an "Anti-inflation Shield", which will allow shoppers to continue to purchase their everyday products with the assurance that any increases due to inflation will not penalize their purchasing power. From May 4 and until July 31, 2022, any price increase from 120 everyday products will be automatically compensated in on the customer's loyalty card when they go to the checkout. This measure will be valid in all E.Leclerc Centers as well as on drive.leclerc. Source: mouvement.leclerc

SOUTH KOREA



South Korean retailers expand on-site entertainment offering

South Korea's major retailers are expanding rest and entertainment spaces as part of their survival strategy to entice more customers to visit brick-and-mortar stores. **Lotte Mart** has opened its fourth futsal court at its Jamsil outlet in Seoul, and discount store chain **Homeplus** opened a 500-square-meter swimming pool for children at its Incheon Nonhyeon outlet in late 2021. It also runs futsal courts on the rooftops of 12 outlets. Source: retailasia.com

SOUTH AFRICA

Heroes on the go at Food Lovers' Market

After capturing the attention of shoppers in 2021, **Marvel** is back at **Food Lovers' Market** in South Africa. The Marvel Heroes on the go campaign offers exclusive Marvel merchandise to shoppers once they have collected 10 stickers. The range includes Marvel branded storage and plush in everyone's favorite characters including Black Widow, Black Panther, Thor, and Spiderman. Source: brandloyalty.com

FOOD
LOVER'S
MARKET



US

UBMEDIA

Ulta Beauty allows targeted ads for reward members

America's largest beauty retailer, **Ulta Beauty**, is launching a new retail media network. Known as **UB Media**, the network is designed to offer Ulta's brand partners addressable advertising that leverages its Ultimate Rewards loyalty members. Source: chainstorage.com



THE NETHERLANDS

DEKAMARKT

Dekamarkt celebrates summer in style with L'Atelier du Vin!

Loyal shoppers at **Dekamarkt** can now collect for a beautiful range of glasses from **L'Atelier du Vin**. The program comes following the Fontignac knives campaign in the summer of 2021, which was openly welcomed by shoppers. Dekamarkt shoppers can collect for five stylish glasses and can complete their range with a decanter and wine accessory set.

Source: brandloyalty.com

THE NETHERLANDS

blokker.

Partnership with Ochama turns Blokker into a platform

Ochama, a subsidiary of the Chinese JD.com group, is opening pick-up points in Blokker stores throughout the Netherlands. This will enable the web shop to scale up faster throughout the country, while Blokker expands its range and attracts new customers. Ochama started trading in the Netherlands at the beginning of this year. The web shop sells a range of both food and non-food items at competitive prices, in a membership formula: for €10 a year, members receive a 10% discount on everything. Source: retaildetail.eu



Brand
Loyalty

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

Happy people,
better business