

RETHINKING RETAIL LOYALTY

**A global lookbook of brand success
for the whole campaign calendar**

Brought to you by TLC worldwide – a trusted partner of
the global financial services market, for over 30 years.



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FOREWORD

Intense value seeking, agentic AI commerce, hyper personalisation, advanced omnichannel experiences, and the physical store reinvention. These are just some of the challenges facing global retailers in 2026, and beyond. That's before we consider squeezed margins, the sustainability agenda and supply chain pressures.

Even the most experienced retail marketing leaders – well-equipped to navigate the peaks and troughs of economic instability – are acutely aware that change is happening faster than ever before, so continually outmanoeuvring competitors remains difficult.

But while the retail landscape may be evolving at pace, it is still rich with potential to acquire, engage and retain customers, without blowing the budget. It's time for the loyalty rethink.

Consumer demand for high trust, emotional connection and individualised experiences, is industry agnostic. But the global retail stage is perhaps best poised to capitalise on it.

To fight for market share, many retailers are leaning into the need to be consistent, authentic and human. They're looking beyond typical calendar milestones to stand out in saturated markets, maximising year-round sales potential, avoiding holiday fatigue, and leveraging more relevant, ultra-personalised events for targeted engagement and a deeper sense of consumer connection.

And that's why we've created this 'lookbook' – what we believe is an inspirational collection of stories from renowned retailers, in different categories, all over the world. Their approaches are varied. Their goals are unique to them. But each of these case studies, for different reasons, showcases what creative, strategic thinking – and a deep understanding of the target market – can achieve.

With over 30 years' experience working with leading retailers on almost every continent, TLC understands what it takes to drive meaningful customer engagement, with measurable return on investment throughout the entire consumer lifecycle. So it has been a pleasure to play an integral part in many of the projects highlighted in this book. Other campaigns are simply notable examples of fantastic retail marketing in action, which we believe deserve applause on a global stage.

We hope you discover something that inspires your own thinking, whether this year or beyond.

Enjoy.



Ryan Coomer
Agency Director



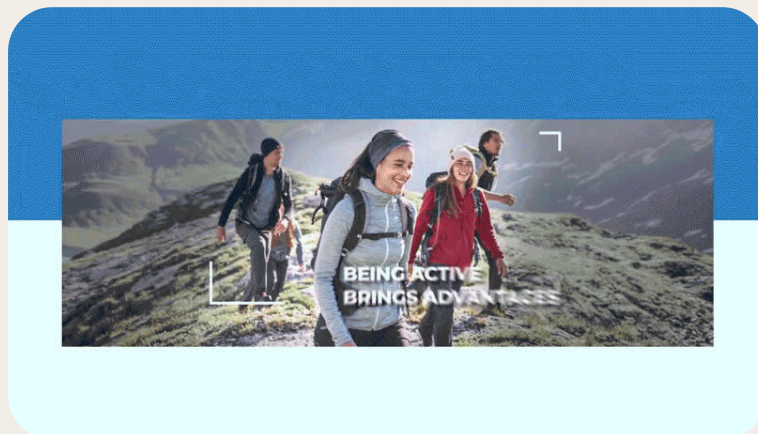
“In the consumer sector, whether brand or retailer, everything revolves around emotion: selling joy, aspiration, comfort, connection, and a sense of fulfillment.

Success depends on embracing complexity and designing experiences that resonate with different customer segments in distinct ways.”

Simon-Kucher

SPORTS RETAIL:

TURNING GLOBAL BRAND POWER INTO LOYALTY THAT MOVES PEOPLE



Reactivating 30,000 customers by rewarding an active way of life.

THE CHALLENGE

Decathlon is one of the world's most trusted sports brands, with a global presence in over 60 countries and a 50-year reputation built on the simple but powerful belief that sport should be accessible, inclusive, and part of daily life.

In Portugal, Decathlon wanted to channel this approach into something bigger than transactions. The brand sought to create a loyalty program that felt authentic and meaningful to its customers – one that rewarded movement, wellbeing, and participation, not just spend.

The challenge lay in designing a program that appealed to a broad and diverse customer base – from casual exercisers to committed athletes – while remaining simple, intuitive, and scalable nationwide. It also needed to re-engage inactive customers without relying on heavy price incentives.

THE SOLUTION

TLC's creative Clube Decathlon concept centred around the idea that the brand's loyalty initiative should reward participation, not just purchases.

Free to join and fully integrated into each customer's Decathlon account, the program is easy to access through both the app and website as part of the everyday Decathlon experience.

Each in-store or online purchase contributes, but so does behaviour such as staying active by recording sports sessions, writing product reviews and referring friends.

Clube Decathlon was structured around four experience categories – Wellness, Adventure, Dining, and Sports – offering nationwide access to activities and moments designed for one or two people.

THE RESULTS

In just two months, the platform attracted over **100,000 unique visits**, with tens of thousands of vouchers redeemed across all experience categories. More importantly, **30,000 previously inactive customers re-engaged** with the brand.

The supporting communication strategy amplified this success. Social media campaigns reached more than 3 million people, email marketing engaged over 800,000 contacts, and YouTube activation alone generated 1.6 million views. Today, Clube Decathlon stands as **one of the largest loyalty programs in Portugal**, with **more than 2 million members** and a strong foundation for future growth.

30k

30,000 PREVIOUSLY
INACTIVE CUSTOMERS RE-
ENGAGED WITH THE BRAND.

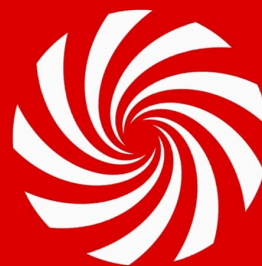
2M

MEMBERS. ONE OF THE
LARGEST LOYALTY
PROGRAMS IN PORTUGAL

[Read the full case study](#)

CONSUMER ELECTRONICS:

DRIVING EMOTIONAL LOYALTY THROUGH INNOVATION



Experience-led incentives transform customer loyalty with +61% purchase frequency.

THE CHALLENGE

In the price-driven consumer electronics category where loyalty is typically low, MediaWorld's discount-focused promotions were losing effectiveness as customers moved opportunistically for the best deal. However, the technology retailer had identified an opportunity to differentiate from competitors with a more evolved emotional loyalty strategy that moved away from transactional benefits alone.

THE SOLUTION

Recognising our proven ability to integrate personalised, experiential rewards within an omnichannel strategy – while creating programs focused on emotional engagement not standard promotions – MediaWorld entrusted TLC Worldwide with the project.

The mission was clear – transform a stale, discounts-based loyalty program into an emotive ecosystem capable of engaging consumers on multiple levels. After analysing customer behaviour, we co-designed the bespoke, experience-led and highly personalised MediaWorld CLUB. This innovative model rewarded not only spending but also participation through frequent touchpoints – high-value welcome gifts, personalised monthly campaigns, birthday gifts, instant wins, special events and a tiered rewards system to incentivise loyalty.

THE RESULTS

Following the MediaWorld CLUB launch, the retailer recorded a clear improvement in loyalty, purchase frequency and brand perception. The program had recorded a monthly growth of **+5% in active users**.

Other notable results – including an average engagement of **35%** and a **61% increase in purchase frequency** – cemented the decision to extend the partnership for another 3 years.

Importantly, on average, the number of loyalty members who made 3 or more purchases is double that of non-members – clear evidence of increased customer lifetime value.

+5%

MONTHLY GROWTH IN
ACTIVE USERS

61%

INCREASE IN PURCHASE
FREQUENCY

[Read the full case study](#)

GROCERY RETAIL:

OVER A MILLION SHOPPERS ENGAGED WITH 25% RETURNING TO REDEEM TRAVEL REWARDS



Turning grocery shopping into holiday-worthy experiences that inspire repeat visits.

THE CHALLENGE

Lotus's Malaysia, formerly Tesco Malaysia, is a hypermarket chain owned by Thailand's Charoen Pokphand (CP) Group. Following the rebrand, Lotus's had established a strong position in the Malaysian retail landscape – offering groceries, everyday essentials, and online shopping.

With a large store network across Peninsular Malaysia, Lotus's sought to go deeper than traditional promotions and discounts to connect more deeply with Gen X and millennial shoppers.

Specifically, the objectives were to increase average spend per visit, encourage repeat engagement, and establish emotional connections that traditional discounts alone could not achieve.

THE SOLUTION

Partnering with TLC Worldwide, the brand launched 'Beli-Beli Cuti-Cuti' ('Shop-Shop Holiday-Holiday') – transforming routine grocery shopping into an aspirational experience with travel rewards, driving engagement and repeat visits in the process.

Shoppers who spent RM200 in a single transaction earned travel credits redeemable through TLC's travel portal. Suddenly, ordinary grocery trips became opportunities to earn hotel stays and holiday experiences, bringing fun directly into the retail journey.

THE RESULTS

Participation was made effortless through in-store activation, QR codes, and digital touchpoints across social platforms. Key influencer content and weekend campaign bursts amplified reach, while CRM and UTM tracking enabled real-time performance analysis.

Average basket sizes increased for both members and non-members, while more than 1 in 4 participants returned to repurchase and redeem additional rewards. Reward redemptions delivered twice the value of the original campaign investment, exceeding ROI benchmarks.

Shopper sentiment and satisfaction also improved.

1 in 4

PARTICIPANTS RETURNED TO
REPURCHASE AND REDEEM
ADDITIONAL REWARDS

2x

REWARD REDEMPTIONS
DELIVERED TWICE THE
VALUE

[Read the full case study](#)

SUPERMARKET/MASS RETAIL:

REACTIVATING UNDER-ENGAGED SHOPPERS THROUGH INSTANT-WIN EXPERIENCES

30+ brand partners engaged and seven-figure revenue impact.



THE CHALLENGE

One of Australia's largest and most trusted retailers, Coles serves millions of customers every week through a national network of supermarkets, online grocery services, liquor outlets and financial products. Founded in Melbourne in 1914, the brand has grown from a single variety store into an Australian household name.

Yet even for a brand of this scale and familiarity, standing out in a competitive, promotion-heavy category presents a constant challenge. Not every shopper responds to traditional incentives in the same way, and a growing segment of customers had become under-engaged with existing promotions.

This prompted Coles to rethink how value was delivered at the checkout.

THE SOLUTION

To reconnect with shoppers and deliver something that felt genuinely different – without adding friction to the in-store journey or diluting the brand's value-led positioning – Coles partnered with TLC Worldwide to launch an instant-win campaign.

Designed to feel premium, accessible and unmistakably Coles, it replaced predictable discounts with moments of surprise and emotionally engaging rewards, simply for everyday shopping behaviour.

Running across more than 800 Coles stores, the program invited customers to upload their receipt after purchasing a participating product, to instantly unlock a guaranteed reward. Customers could win from a diverse range of experiences including yoga and wellness sessions, surfing lessons, zoo visits, nature-based activities and even luxury treehouse stays.

THE RESULTS

By shifting the focus away from transactional savings and toward emotional reward, the campaign reframed how value could be delivered in a supermarket environment.

More than **52% of rewards were redeemed daily**, demonstrating strong customer desire and clear relevance of the experiences on offer. **Over half of previously under-engaged shoppers** were successfully reached and **reactivated**.

Supplier participation was equally strong, with more than **30 partners engaged**, unlocking a **seven-figure revenue impact** and reinforcing the commercial power of experience-led promotions.

52%

OF REWARDS WERE
REDEEMED DAILY

30

30 PARTNERS ENGAGED

[Read the full case study](#)

MINORSTONE MARKETING MATTERS FOR RETAIL BRANDS

For decades, retail marketing has relied on predictable life milestones to structure campaigns and drive engagement.



BUYING A FIRST HOME, GETTING MARRIED, HAVING CHILDREN

These major moments have proven reliable opportunities for brands to land the right message, at the right time, with customers hungry for personalisation and emotional connections.

And, alongside iconic seasonal promotions – from Black Friday to holiday festivities, and everything in between – they’ve helped define brands’ fast-moving calendars of forward planning.

But this traditional timeline is shifting. Rising living costs, changing relationship structures, evolving personal values, and a growing focus on individual fulfilment have disrupted conventional life scripts.

This shift has created space for ‘**minorstones**’ – smaller, personal achievements that consumers are increasingly celebrating. They might not involve a ring, a mortgage, or a major life commitment, but they carry real emotional significance for many.

**MOVING INTO A FIRST RENTED FLAT,
LEAVING A TOXIC JOB,
COMMITTING TO A WELLNESS ROUTINE,
PAYING OFF A STUDENT LOAN,
OR CELEBRATING A PET’S BIRTHDAY**

These are the everyday victories that increasingly matter.



‘Minorstones’ – smaller, personal achievements celebrated everyday



While traditional milestone marketing assumes consumers will follow predictable life stages at predictable ages, minorstone marketing recognises that life today is far more fluid. When retailers acknowledge and celebrate these non-linear achievements, they can unlock a richer form of engagement, particularly among so-called ‘Gleamers’.

WGSN's Future Consumer 2026 forecast

identifies The Gleamers as a pivotal consumer segment, motivated by micro-achievements and personal “**glimmers**” – moments of joy and accomplishment that might otherwise go under the radar.



LEANING INTO THE SMALL WINS CONSUMERS WANT TO CELEBRATE — INSTEAD OF DISCOUNTS — THIS SEES:

- A **beauty retailer** acknowledging a commitment to self-care or a new wellness routine with a spa treatment.
- A **homeware brand** celebrating small milestones, such as moving into a first rented flat by providing access to a cookery class or interior styling masterclass.
- A **financial services brand** recognising the achievement of opening a first solo savings account by offering a dining-for-one experience.

Recognising minorstones encourages more frequent interaction – whether through loyalty programme activity, app engagement, or experience-led rewards – and strengthens emotional resonance by showing customers that the brand truly sees and values their highly individual journey. And, emotionally connected consumers typically engage more often, increase their spend, and become stronger brand advocates – a powerfully virtuous cycle.”

[Access more of our minorstone marketing advice](#)

FASHION RETAIL:

TOMMY HILFIGER GIVING THE GIFT OF HOLIDAY TRAVEL



Incentivised engagement drives 86% sales boost and 16x ROI.

IF YOU ARE GOING TO RUN A BLACK FRIDAY CAMPAIGN

Take note from one of the best. In the US, **Tommy Hilfiger** didn't just avoid the need to offer any discounts during this popular price-sensitive period – they also maintained momentum throughout their campaign calendar.

THE CHALLENGE

Like many retailers, iconic brand Tommy Hilfiger noted a drop in footfall as a result of the pandemic. They wanted to entice customers back in-store, to drive sales while offering a memorable experience.

The program therefore centred on encouraging new sign-ups to The Hilfiger Club while incentivising existing members to spend more.

THE SOLUTION

Recognising that the core customer base is predominantly 30-55-year old women shopping for their families, Tommy Hilfiger partnered with TLC to help bring people together with their loved ones – a priority for many after Covid-19.

Thanks to TLC's long-term partnerships with the world's largest travel networks, the brand could offer \$250 travel credit that customers could redeem on hotels, rental cars and holiday activities, in exchange for spending \$250 in-store or online.

THE RESULTS

This 'Members Get More' campaign achieved an incredible **86% boost in sales**, over 4x higher than forecast and with **31% of qualifying transactions driven by new sign-ups** to The Hilfiger Club.

The retailer achieved 16x ROI, and crucially avoided the need to offer any discounts during the notoriously price sensitive Black Friday period.

Following this success, Tommy Hilfiger has collaborated with TLC on a further six campaigns throughout the calendar year – one of which was awarded with a Gold Chief Marketer PRO Award for Best Use of Gamification, Contests, or Sweepstakes.

86%

BOOST IN SALES

16xROI + 31% OF QUALIFYING
TRANSACTIONS DRIVEN BY
NEW SIGN-UPS[Read the full case study](#)

TRADE RETAIL:

PLASCON AND TLC TURN SEASONAL SLOWDOWNS INTO SALES MOMENTUM

Rewards-led trade campaigns reignite loyalty among construction professionals.



THE CHALLENGE

Plascon is one of South Africa's most established and trusted paint brands, with a long-standing reputation for quality, durability, and innovation across residential, commercial, and industrial projects. Central to its success is a strong relationship with trade professionals, contractors, painters, builders, and renovators.

As a category leader, Plascon operates in a market where purchasing behaviour among trade professionals is often cyclical. The business sought to strengthen sales consistency and deepen loyalty during traditionally slower trading periods, without eroding value through discounting.

THE SOLUTION

Plascon worked closely with TLC Worldwide to design and execute two tailored campaigns to stimulate demand.

Colour Connection was launched to address early-year sales declines. TLC developed a simple, accessible model that allowed customers to unlock guaranteed lifestyle rewards by purchasing participating Plascon products and uploading proof of purchase via a dedicated redemption platform.

The reward bundle was intentionally broad, combining retail vouchers, dining and adventure experiences, and professional upskilling opportunities. This mix appealed to both personal and professional needs, giving customers a tangible reason to buy during an off-peak period.

Choose Strong shifted focus toward retention and sustained engagement in a challenging economic environment. TLC curated a higher-value reward offering that reflected modern interests, including movie tickets, hotel vouchers, and excursions, as well as the more practical prizes such as Pick n' Pay and invertors.

THE RESULTS

Together, the campaigns increased participation (with **81% and 95% engagement rates**), reinforced brand preference, and transformed traditionally challenging sales periods into opportunities for growth.

81%
ENGAGEMENT RATES

[Read the full case study](#)

CONSUMER TECHNOLOGY:

BOOSTING IN-STORE TRAFFIC AND ENGAGEMENT THROUGH HIGH-VALUE REWARDS

Making every €100 spent feel more rewarding, relevant, and memorable.



THE CHALLENGE

MediaMarkt is a multinational chain of stores, with over 1,000 retail locations in ten European countries. But, in the competitive and price-sensitive retail electronics market – where loyalty is traditionally low – footfall and average basket value remain constant challenges.

With customers often driven by promotions, MediaMarkt Portugal wanted to differentiate by delivering added value that went further than discounts.

THE SOLUTION

Joining forces with TLC, “Spend €100, Get €100” was born. This high-impact in-store program was designed to drive traffic, increase spend, and engage MediaMarkt’s priority audiences through instantly meaningful lifestyle rewards that complement everyday living.

THE RESULTS

The campaign generated a **10x return** in offer value vs. MediaMarkt’s investment, transforming every qualifying purchase into a rewarding experience that customers recognised as genuinely worthwhile.

70% of participants redeemed every available reward across all categories – Uber Eats, Dining, Sports, Beauty and Fashion. This demonstrated strong cross-segment appeal among families, younger shoppers and everyday tech consumers alike.

10x
RETURN

70%
OF PARTICIPANTS

[Read the full case study](#)

THE POWER OF GLOBAL SPORTING MOMENTS

Of course major calendar milestones continue to be important, but retailers can still stand out by diversifying their thinking.

THE WORLD CUP IS A FANTASTIC EXAMPLE.

With billions of people tuning in across the globe, there is a rare opportunity for brands to connect in a way that feels both large-scale and deeply human – and they don't need to be front-of-shirt or stadium-side to participate.

Smart, creative activations can cut through just as effectively, by delivering something meaningful to consumers in the right moment.



BURGER KING'S “FOME DE BOLA” TRANSFORMED A LOCAL PHRASE INTO A NATIONAL CAMPAIGN

The concept grew from a simple truth that the brand wanted more. More sales, more buzz, more association with the tournament. That became “Fome de Bola” (“Hunger of Football”), a phrase already familiar in Portuguese culture.

To bring it to life, TLC helped create a family-relevant reward tied directly to the spirit of the tournament.

For every Large Menu purchased, customers received either a discount on sporting equipment or a free month at one of the most prestigious football academies in Portugal.



CESPA (NOW MOEVE) REWARDED AN EVERYDAY ERRAND WITH WORLD CUP EXCITEMENT

Spanish fuel brand CEPSPA – now rebranded as Moeve – sought to encourage customers to top up more fuel during the World Cup, from 15L to 25L. But filling up is a routine, almost automatic task, so the promotion needed to feel just as effortless.

TLC designed a campaign where claiming a reward was as simple as stopping at the pump. Customers could instantly access a range of football-related prizes – from Adidas balls and shirts to stadium visits, sports-school subscriptions, and fuel vouchers – without any complicated sign-ups or waiting periods.



The campaign generated more than 150,000 site visits and strengthened CEPSPA's network to 500 partners nationwide, while also increasing average fuel spend and overall brand awareness during the tournament.



MCDONALD'S HAPPY OLYMPICS THEMED PARTNERSHIP WITH TLC

Focusing on another major global sporting occasion, TLC's work with McDonald's saw a free children's sports lesson added to every Happy Meal. For a small cost per unit, McDonald's was able to offer families something high in perceived value and closely aligned with Olympic themes of athleticism.

Crucially, it shifted the narrative. McDonald's wasn't just jumping on the Olympics bandwagon, it was helping children experience sport first-hand.



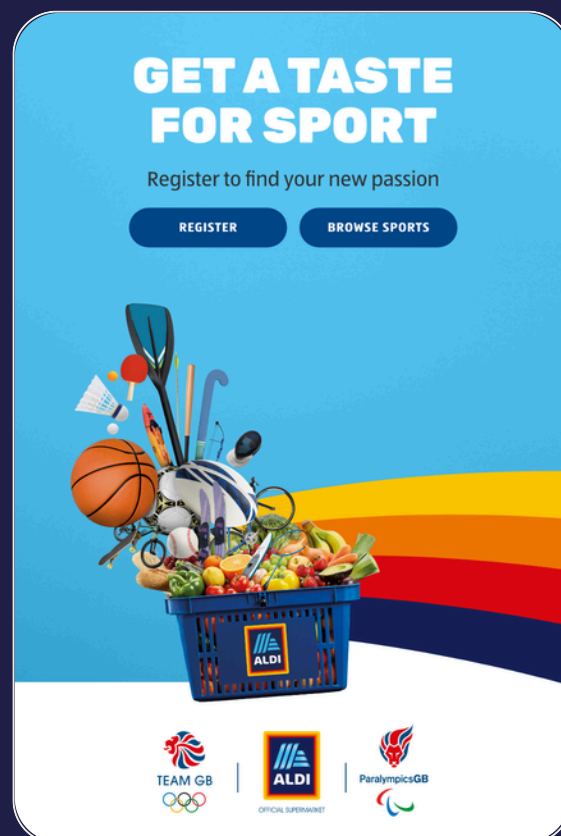
ALDI'S 'GET A TASTE FOR SPORT' OLYMPIC CAMPAIGN

To reinforce its Team GB and Paralympics GB partnerships while driving higher basket spend among value-conscious families, Aldi offered a guaranteed free sports session worth up to £25 when customers spent £30 or more.

Through TLC's network of more than 50 sports and 3,500 partner providers, families could try everything from swimming and climbing to martial arts and trampolining, giving them access to an aspirational experience at a time when cost-of-living pressures were hitting shoppers hard.

The campaign was launched by Team GB on social media, strengthened with influencer content, and featured on television, in press, and in store.

More than 200,000 sessions were claimed – nearly half of them free swims – and there was markedly more awareness of Aldi's Team GB / ParaGB partnership compared to Tokyo 2020.

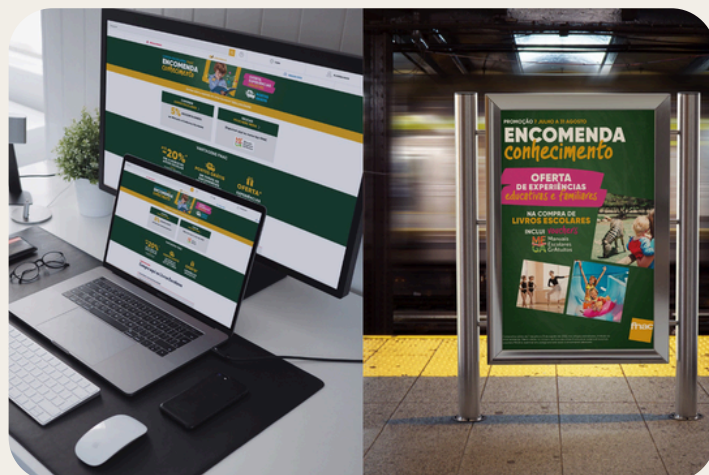


[Access more World Cup marketing insights](#)



BOOKS & ELECTRONICS RETAIL:

SUPERCHARGING ONLINE TEXTBOOK SALES WITH KNOWLEDGE-INSPIRED FAMILY REWARDS



Back-to-school shopping engages parents with value-packed experience.

THE CHALLENGE

Like many retailers, Fnac recognised the huge opportunity to capitalise on 'back-to-school' season demand. Yet, in a competitive online market – where parents often wait or shop across multiple platforms to find the best deal – capturing attention and securing early orders can be difficult.

THE SOLUTION

To become the preferred destination for Portuguese families purchasing school textbooks, Fnac Portugal partnered with TLC Worldwide to launch 'Encomenda Conhecimento', which encouraged early purchases through meaningful experiences.

At the heart of the program was the idea that back-to-school shopping could be more than a chore – it could be an opportunity to reward learning and family time.

THE RESULTS

The Encomenda Conhecimento campaign delivered strong results for Fnac Portugal, reinforcing its reputation as a family-focused online retailer. As the second consecutive year of this activation, it demonstrated a clear fit with the target audience, motivating early online textbook purchases.

The campaign's popularity led to a two-week extension, **reaching thousands of families nationwide.**

[Read the full case study](#)

FASHION RETAIL:

TFG AND TLC WORLDWIDE MAKE EVERY SWIPE COUNT



Gamified lifestyle rewards campaign delivers strong customer engagement across South Africa.

THE CHALLENGE

TFG Limited is one of South Africa's largest and most influential fashion retail names. Headquartered in Cape Town, the business operates a portfolio of retail brands across more than 3,000 stores.

While TFG boasts a large and loyal customer base, the brand sought a way to enhance the shopping experience, boost engagement and create lasting impressions that would particularly entice its core female clientele back in-store.

THE SOLUTION

'Swipe & Win' was launched – a nationwide gamified rewards campaign designed to turn everyday shopping moments into a fun and engaging experience, giving customers the thrill of winning prizes with a swipe.

To engage customers and create a sense of anticipation, the campaign was marketed with the promise that ten winners would be selected every 30 minutes.

The total prize pool was substantial, with a share of R80 million allocated across lifestyle rewards, travel, entertainment, and experiential memories.

THE RESULTS

With a combination of gamification, instant gratification, and relevant rewards, TLC successfully drove **participation**, encouraged **repeat visits**, and reinforced **engagement** across TFG's nationwide retail footprint.

[Read the full case study](#)



REMARKABLE BRANDS DESERVE REWARDING RESULTS. WHAT ELSE COULD YOU ACHIEVE?

With over 30 years' experience working with global retailers, TLC understands what it takes to drive meaningful customer engagement, with measurable ROI throughout the consumer lifecycle. Whether you're looking to boost your next seasonal campaign, drive greater sales consistency throughout the calendar, or deepen loyalty by recognising minorstone moments, we'd be happy to explore the options.

[Get in touch](#)



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