

RETHINKING RETAIL LOYALTY

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

Brought to you by TLC Worldwide



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FOREWORD

Intense value-seeking behaviors, agentic AI commerce, hyperpersonalization, advanced omnichannel experiences, and physical store reinvention. These are only some of the challenges facing global retailers in 2026 and beyond – and that’s before we even consider squeezed margins, sustainability, and supply chain pressures.

The retail landscape is changing faster than ever, and continually outmanoeuvring competitors remains difficult for even the most experienced retail marketing leaders.

But the retail sector is still rich with potential to acquire, engage, and retain customers, without blowing tighter budgets. It’s time for a loyalty rethink.

Consumer demand for trust, emotional connections, and individualized experiences is industry-agnostic. But the global retail stage is perhaps best placed to capitalize on it.

In the battle for market share, many retailers are leaning into the need to be consistent, authentic, and human while tapping into their creativity. They’re looking beyond typical life milestones to stand out in saturated markets, maximizing year-round sales potential, and leveraging more relevant, personalized tactics for targeted engagement and deeper consumer connection.

That’s exactly why we’ve created this “lookbook” – a collection of success stories from renowned brands across the global retail ecosystem. Their approaches are varied, and their goals are unique. But each of these case studies highlights what innovative, strategic thinking (plus a deep understanding of the target market) can achieve.

With over 30 years of experience working with leading retailers on almost every continent, TLC understands what it takes to drive meaningful customer engagement, with measurable ROI throughout the customer lifecycle. Our team is proud to have played an integral part in many of the projects highlighted in this book; we’ve also included a few other examples of fantastic retail marketing in action, simply because they deserve the extra spotlight.

We hope you find something in here that inspires your own thinking in 2026 or beyond.

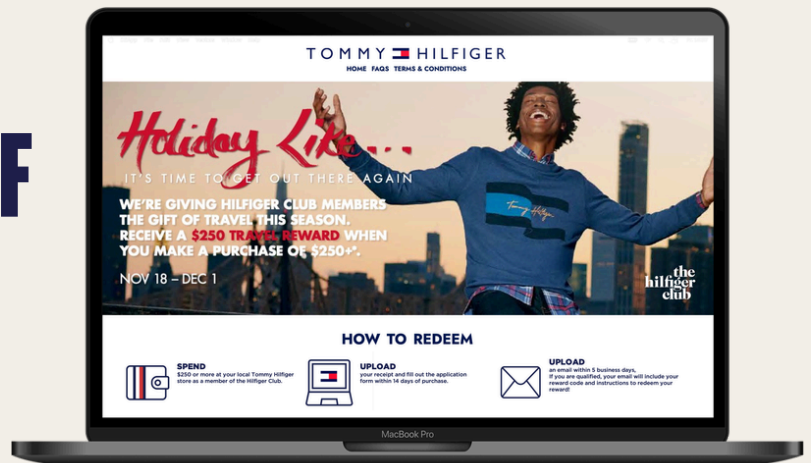


Paul De Bonis
Chief Commercial Officer
TLC Worldwide North America

FASHION RETAIL

GIVING THE GIFT OF HOLIDAY TRAVEL

Incentivized engagement drove 86% sales boost and 16x ROI.



PLANNING TO RUN A BLACK FRIDAY CAMPAIGN?

Take note from one of the best. **Tommy Hilfiger** didn't just avoid defaulting to discounts during this highly competitive, price-sensitive period – they also maintained momentum throughout their campaign calendar.

THE CHALLENGE

Like many retailers, iconic brand Tommy Hilfiger saw a significant drop in foot traffic during the pandemic. They wanted to bring customers back into stores across the US and give them a memorable experience.

Black Friday was a chance to encourage new sign-ups to Tommy Hilfiger's existing loyalty program, the Hilfiger Club, while also giving members a reason to spend more. Incentives had to be easy to redeem to welcome new members, while reinforcing exclusivity with existing members.

THE SOLUTION

With a core customer base of 30-55-year-old customers (predominantly women shopping for their families), and the desire to gather with loved ones stronger than ever post-pandemic, Tommy Hilfiger partnered with TLC to help bring people together over the holidays.

Due to our long-term partnerships with the world's largest travel networks, Tommy Hilfiger was able to offer a \$250 travel credit that customers could redeem on hotels, rental cars, and activities, in exchange for spending \$250 in-store or online.

THE RESULTS

This "Members Get More" campaign achieved an incredible **86% increase in sales**, over 4x higher than forecast. **31% of qualifying transactions were driven by new sign-ups** to the Hilfiger Club.

Our client 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%
INCREASE IN SALES

16x
ROI

[Read the full case study](#)



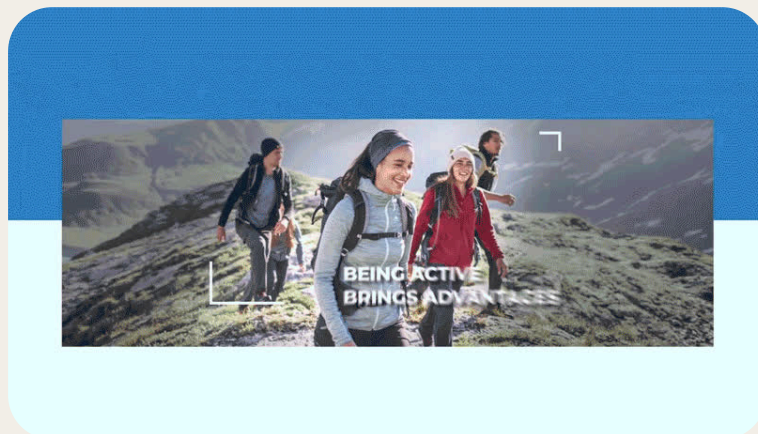
“In the consumer sector, whether brand or retailer, everything revolves around emotion: selling joy, aspiration, comfort, connection, and a sense of fulfillment.

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



Reactivated 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 nearly 60 countries and a 50-year reputation built on the simple but powerful belief that sports should be accessible, inclusive, and part of daily life.

In Portugal, Decathlon wanted to channel this approach into something bigger than transactions. The brand needed to create a loyalty program that felt authentic and meaningful to their customers – one that rewarded movement, wellbeing, and participation.

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 centered 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 do actions like 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. Most 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 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

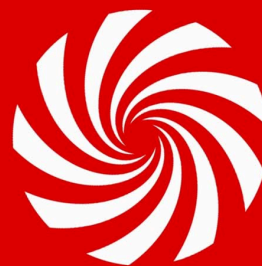
2m

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 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 shopped opportunistically for the best deal. However, the technology retailer had identified an opportunity to differentiate from competitors: a more evolved emotional loyalty strategy that moved away from transactional benefits alone.

THE SOLUTION

Recognizing our proven ability to integrate personalized, experiential rewards in an omnichannel strategy – while creating programs focused on emotional engagement rather than standard promotions – MediaWorld entrusted TLC 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 analyzing customer behavior, we co-designed the hyper-personalized, experience-led MediaWorld CLUB. This innovative model rewarded both spending and participation through frequent touchpoints – high-value welcome gifts, customized monthly campaigns, birthday gifts, instant wins, special events, and a tiered rewards system to incentivize loyalty.

THE RESULTS

Following the MediaWorld CLUB launch, the retailer recorded a clear improvement in loyalty, purchase frequency, and brand perception. The program has seen **5% monthly growth 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.

On average, the number of loyalty members who make 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

TRANSFORMING GROCERY SHOPS INTO HOLIDAY-WORTHY EXPERIENCES THAT INSPIRE REPEAT VISITS



Over a million shoppers engaged with 25% returning to redeem travel rewards

THE CHALLENGE

Lotus's Malaysia, formerly Tesco Malaysia, is a hypermarket chain owned by Thailand's Charoen Pokphand (CP) Group. Following their 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 wanted to go deeper than traditional promotions and discounts to connect more meaningfully with Gen X and millennial shoppers.

Their goals were to increase the average spend per visit, encourage ongoing engagement and repeat visits, and establish emotional connections that traditional discounts alone couldn't achieve.

THE SOLUTION

Partnering with TLC, the brand launched "**Beli-Beli Cuti-Cuti**" ("**Shop-Shop Holiday-Holiday**") - transforming routine grocery shopping into an aspirational experience with travel rewards.

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 unique vacation experiences, adding an element of excitement to 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 2x the value of the original campaign investment, **exceeding ROI benchmarks**.

Shopper sentiment and satisfaction also increased as a result of the campaign.

1 in 4

PARTICIPANTS RETURNED TO REPURCHASE AND REDEEM ADDITIONAL REWARDS

2x

ROI

[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 personalization and emotional connections.

But in 2026, they no longer hold the same level of relevance for customers – and that shift has created a vastly underestimated growth opportunity.

The rising cost of living, evolving relationship structures and values, and a growing focus on individual fulfilment have disrupted the conventional life script.

This shift has created space for “**minorstones**” – smaller, personal achievements that consumers are increasingly defining progress by. They might not involve a ring or a mortgage, but they carry real emotional weight; these are the everyday wins that are increasingly being celebrated.

RENTING A FIRST APARTMENT, COMMITTING TO A WELLNESS ROUTINE, PAYING OFF A STUDENT LOAN, OR CELEBRATING A PET’S BIRTHDAY.

And for many people, these minorstones are influencing why and how they shop – and which brands they choose.



“Minorstones” are smaller, personal achievements and everyday wins



Traditional milestone marketing assumes that consumers will follow predictable life stages at predictable ages; minorstone marketing recognizes that life has become much more fluid. When retailers acknowledge and celebrate these non-linear achievements, they open the door to a richer form of engagement – especially with a pivotal consumer segment called “**Gleamers**.”

WGSN's Future Consumer 2026 forecast

identifies Gleamers as motivated by micro-achievements and personal “glimmers” – moments of joy and accomplishment that often slip under the radar.



LEANING INTO THE SMALL WINS CONSUMERS WANT TO CELEBRATE (INSTEAD OF DISCOUNTS) COULD LOOK LIKE:

- **A beauty retailer** recognizing a commitment to self-care or a new wellness routine with a relaxing hot stone massage.
- **A homeware brand** rewarding a first solo apartment rental with a cooking course or interior design masterclass.
- **A pet retailer** celebrating a beloved pet's birthday with a trip to the local dog spa.

Recognizing minorstones encourages more frequent interaction – whether through loyalty program activity, app engagement, or experience-led rewards – and strengthens emotional resonance by showing customers that your brand truly sees and values their highly individual journey. There's also a compelling commercial upside: emotionally connected customers typically engage more, rely less on promotions, increase their spend, and become stronger brand advocates, creating a powerful virtuous cycle.

Access more of our minorstone marketing insights

SUPERMARKET/MASS RETAIL

REACTIVATING LESS ENGAGED SHOPPERS THROUGH INSTANT-WIN EXPERIENCES

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



THE CHALLENGE

As 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 a 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 less 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 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 behavior.

Rollled out across more than 800 Coles stores, the program invited customers to upload their receipt after purchasing a participating product, to instantly unlock a 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 rewards, 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 the relevance of the experiences on offer. **Over half of previously less engaged shoppers** were successfully reached and **reactivated**.

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

52%

OF REWARDS
REDEEMED DAILY

30

PARTNERS ENGAGED

[Read the full case study](#)

TRADE RETAIL

TURNING SEASONAL SLOWDOWNS INTO SALES MOMENTUM

Reigniting loyalty with construction professionals through rewards-led trade campaigns



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 behavior among trade professionals is often cyclical. The business wanted to strengthen sales consistency and deepen loyalty during traditionally slower trading periods, without eroding value by discounting.

THE SOLUTION

Plascon worked closely with TLC to design and execute two tailored campaigns focused on stimulating demand.

"Color 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, as well as 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. We curated a higher-value reward offering that reflected modern interests, including movie tickets, hotel vouchers, and excursions, as well as more practical prizes such as power inverters.

THE RESULTS

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

81%

ENGAGEMENT RATE
FOR CAMPAIGN 1

95%

ENGAGEMENT RATE
FOR CAMPAIGN 2

[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 10 European countries. But in the competitive and price-sensitive retail electronics market, where loyalty is traditionally low, foot traffic and average basket size are constant challenges – even for a retailer of their size.

With customer activity often driven by promotions, MediaMarkt Portugal wanted to differentiate by delivering added value that went beyond 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 elevate the everyday.

THE RESULTS

The campaign generated a 10x return in offer value compared to MediaMarkt’s investment, transforming every qualifying purchase into a rewarding experience that customers recognized 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 for families, younger shoppers, and everyday tech consumers.

10x

RETURN IN OFFER VALUE
VS. INVESTMENT

70%

OF PARTICIPANTS
REDEEMED EVERY REWARD

[Read the full case study](#)

THE POWER OF GLOBAL MARKETING MOMENTS

Major calendar milestones continue to be important, but retailers can find new ways to stand out by diversifying their approach during major marketing moments that unite global audiences.

THE WORLD CUP IS ONE OF THEM.

With billions of people tuning in across the globe, there's a golden opportunity for brands to connect in a way that feels both large-scale and deeply human – and they don't need to be on shirts or in stadiums to participate.

In our noisy world, consumers won't necessarily remember a logo on a billboard – but deliver something meaningful in a creative way at the right moment, and you've got a strategic activation that cuts through everything.



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

The concept grew from a simple truth: the brand wanted more. More sales, more buzz, more association with the World Cup. That turned into “Fome de Bola” (“Hunger of Football”) – a phrase already familiar in Portuguese culture.

To bring it to life, TLC helped create a family-friendly reward tied to the spirit of the tournament. For every large menu purchased, customers got a discount on sporting equipment or a free month at one of the most prestigious football academies in Portugal.

The campaign lifted World Cup sales and positioned Burger King as sharing the country's passion for the beautiful game.



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

Spanish fuel brand CEPSPA (now Moeve) wanted customers to top up more fuel during the World Cup. But filling up is a routine, almost automatic task – so the promotion needed to feel equally effortless.

TLC designed a campaign where 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 experience was stress-free, immediate, and rewarding, perfectly aligned with the ease of a fuel refill.

The campaign generated over 150,000 site visits and strengthened CEPSPA's network to 500 partners nationwide, while also increasing both average fuel spend and overall brand awareness during the World Cup period.



MCDONALD'S GAVE FUTURE ATHLETES A TASTE OF THE ACTION

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 the Olympics' themes of athleticism, resilience, and the pursuit of dreams.

Crucially, it shifted the narrative. McDonald's wasn't just jumping on the Olympics bandwagon with other brands; it was helping children experience sports first-hand and inspiring them to create their own Olympic moments.



[Access more World Cup marketing insights](#)



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

With over 30 years of experience working with global retailers, we understand what it takes to drive meaningful engagement with measurable ROI throughout the customer lifecycle. Whether you're looking to boost your next seasonal campaign, drive greater sales consistency throughout the year, or deepen loyalty with minorstone marketing, we'd be happy to explore the options together.

[Get in touch](#)



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