

PRESS RELEASE

Irish Loyalty Awards 2019 Winners Announced

The Irish Loyalty Awards 2019, sponsored by Visa, took place on Friday night with Permanent TSB winning the best Irish Loyalty Programme of the Year award 2019.

The esteemed Irish Loyalty Awards were introduced to acknowledge and reward the exceptional work and the results gained by the trailblazers of the loyalty domain, in the face of an ever increasing competitive market.

The Irish Loyalty Awards is a recognition and networking platform to bring together the loyalty industry key players in Ireland. Its aim is to recognise brands that are building lasting and profitable relationships with customers within Ireland and abroad across every sector.

*“The Irish Loyalty Awards are an important addition to the business calendar in Ireland, celebrating the innovative loyalty programmes that Irish companies of all sizes are operating to retain, grow and expand their customer bases,” said **Philip Konopik, country manager, Ireland, Visa.** “A one-size-fits-all approach to loyalty is no longer sufficient as people increasingly demand ever greater personalisation and seamless shopping experiences, something that we at Visa are working with our partners to deliver to Irish consumers through our leading technology and big data insights.”*

The Irish Loyalty Awards prides itself on the validity of its awards and winners. The awards are given solely on merit and are awarded to those companies most deserving for their ingenuity and hard work, distinguishing them from their competitors and proving them worthy of recognition.

The full list of winners can be found at www.irishloyaltyawards.ie/2019-winners/

ENDS

CONTACTS:

Zenith Marketing: Marian Kelly marian@zenithmarketing.ie

Visa: Ian Burge burgei@visa.com

Media: info@loyaltyawards.ie