



IRISH  
LOYALTY  
AWARDS

### **Financial Services Loyalty Programme of the Year**

- Axa Plus - Axa Insurance DAC
- Pink & Blue Power – Cornmarket
- Explore Account - Permanent TSB

### **Utilities Loyalty Programme of the Year**

- Customer Life Cycle Programme – Electric Ireland
- Energia Rewards – Energia
- SSE Reward's – SSE Airtricity
- 3Plus – Three Ireland
- Fantastic Days – Vodafone Ireland

### **New Loyalty Launch of the Year**

- Let's Talk About it – Cornmarket
- Currys Perks – Currys
- Lidl Extras – LIDL Ireland
- M&S Sparks – Marks & Spencer Ireland
- Gifty - WIN | WIN

### **Retail Loyalty Programme of the Year**

- Currys Perks – Currys
- Play or Park – Circle K
- Dulux Trade Points – Dulux Paints
- Insomnia Treats - Insomnia Coffee Company
- M&S Sparks – Marks & Spencer Ireland

### **Loyalty Industry Innovation**

- AerClub – Aer Lingus
- Currys Perks – Currys
- Dulux Trade Points – Dulux Paints
- SSE Reward's – SSE Airtricity
- Gifty - WIN | WIN

### **Best Customer Experience**

- Money Smarts – Bank of Ireland
- Voice of the Customer – BMW Group Ireland
- Insomnia Treats - Insomnia Coffee Company
- M&S Sparks – Marks & Spencer Ireland
- Sky VIP – Sky Ireland

#### **Technology Programme of the Year**

- Play or Park – Circle K
- Lidl Extras – LIDL Ireland
- Real Rewards – SuperValu
- 3Plus – Three Ireland
- Gifty - WIN | WIN

#### **Employee Recognition Programme of the Year**

- Allgo LIVE – Allgo Rewards
- Lidl Extras – LIDL Ireland
- Gifty - WIN | WIN

#### **Travel, Leisure & Experiential Loyalty Programme of the Year**

- AerClub – Aer Lingus
- Sky VIP – Sky Ireland
- SuperValu Get Away Breaks - SuperValu

#### **Established (5yrs+) Loyalty Programme of the Year**

- Axa Plus - Axa Insurance DAC
- Customer Life Cycle Programme – Electric Ireland
- Insomnia Treats - Insomnia Coffee Company
- Explore Account - Permanent TSB
- 3Plus – Three Ireland

#### **CSR/Community/Green Loyalty Programme of the Year**

- Carbon Neutral Insurance - Axa Insurance DAC
- 3rd level student financial wellbeing and sustainability CX programme – Bank of Ireland
- Fantastic Days – Vodafone Ireland

#### **Loyalty Programme Marketing Campaign of the Year**

- Play or Park – Circle K
- Pink & Blue Power – Cornmarket
- Sky VIP – Sky Ireland
- SSE Reward's – SSE Airtricity
- Fantastic Days – Vodafone Ireland

## B2B Loyalty Programme of the Year

- Gifty - WIN | WIN
- Dulux Trade Points – Dulux Paints
- Tyre Heroes - Volkswagen Group Ireland

## Loyalty Partnership Programme of the Year

- Aer Credit Card – Aer Lingus
- Let's Talk About it – Cornmarket
- Customer Life Cycle Programme – Electric Ireland

# VISA

