Irish Loyalty Awards 2022

Finalists

(*by alphabetical order*)

Aer Lingus

Name of Loyalty Program: **AerClub**

Categories:
- Loyalty Industry Innovation
- Travel, Leisure & Experiential Loyalty Programme of the Year

Name of Loyalty Program: **Aer Credit Card**

Categories:
- Loyalty Partnership Programme of the Year

Allgo Rewards

Name of Loyalty Program: **L!VE**

Categories:
- Employee Recognition Programme of the Year

Axa Insurance DAC

Name of Loyalty Program: **Axa Plus**

Categories:
- Financial Services Loyalty Programme of the Year
- Established (5yrs+) Loyalty Programme of the Year

Name of Loyalty Program: **Carbon Neutral Insurance**

Categories:
- CSR/Community/Green Loyalty Programme of the Year

Bank of Ireland

Name of Loyalty Program: **Money Smarts**

Categories:
- Best Customer Experience
- CSR/Community/Green Loyalty Programme of the Year

BMW Group Ireland

Name of Loyalty Program: **Voice of the Customer**

Categories:

- Best Customer Experience

Circle K

Name of Loyalty Program: **Play or Park**

Categories:

- Retail Loyalty Programme of the Year
- Technology Programme of the Year
- Loyalty Programme Marketing Campaign of the Year

Cornmarket

Name of Loyalty Program: **Let's Talk About it**

Categories:

- New Loyalty Launch of the Year
- Loyalty Partnership Programme of the Year

Cornmarket

Name of Loyalty Program: **Pink & Blue Powder**

Categories:

- Financial Services Loyalty Programme of the Year
- Loyalty Programme Marketing Campaign of the Year

Currys

Name of Loyalty Program: **Currys Perk's**

Categories:

- New Loyalty Launch of the Year
- Retail Loyalty Programme of the Year
- Loyalty Industry Innovation

Dulux Paints

Name of Loyalty Program: **Dulux Trade Points**

Categories:

- Retail Loyalty Programme of the Year
- Loyalty Industry Innovation
- B2B Loyalty Programme of the Year

Electric Ireland

Name of Loyalty Program: **Customer Life Cycle Programme**

Categories:

- Utilities Loyalty Programme of the Year
- Established (5yrs+) Loyalty Programme of the Year
- Loyalty Partnership Programme of the Year

Energia

Name of Loyalty Program: **Energia Rewards**

Categories:

- Utilities Loyalty Programme of the Year

Insomnia Coffee Company

Name of Loyalty Program: **Insomnia Treats**

Categories:

- Retail Loyalty Programme of the Year
- Best Customer Experience
- Established (5yrs+) Loyalty Programme of the Year

LIDL Ireland

Name of Loyalty Program: **Lidl Extras**

Categories:

- New Loyalty Launch of the Year
- Technology Programme of the Year
- Employee Recognition Programme of the Year

Marks & Spencer

Name of Loyalty Program: **M&S Sparks**

Categories:

- New Loyalty Launch of the Year
- Retail Loyalty Programme of the Year
- Best Customer Experience

Permanent TSB

Name of Loyalty Program: **Explore Account**

Categories:

- Financial Services Loyalty Programme of the Year
- Established (5yrs+) Loyalty Programme of the Year

Sky

Name of Loyalty Program: **Sky VIP**

Categories:

- Best Customer Experience
- Travel, Leisure & Experiential Loyalty Programme of the Year
- Loyalty Programme Marketing Campaign of the Year

SSE Airtricity

Name of Loyalty Program: **SSE Reward's**

Categories:

- Utilities Loyalty Programme of the Year
- Loyalty Industry Innovation
- Loyalty Programme Marketing Campaign of the Year

SuperValu

Name of Loyalty Program: **Real Rewards**

Categories:

- Technology Programme of the Year

SuperValu

Name of Loyalty Program: **SuperValu Get Away Breaks**

Categories:

- Travel, Leisure & Experiential Loyalty Programme of the Year

Three Ireland

Name of Loyalty Program: **3Plus**

Categories:

- Utilities Loyalty Programme of the Year
- Technology Programme of the Year
- Established (5yrs+) Loyalty Programme of the Year

Vodafone Ireland

Name of Loyalty Program: **Fantastic Days**

Categories:

- Utilities Loyalty Programme of the Year
- CSR/Community/Green Loyalty Programme of the Year
- Loyalty Programme Marketing Campaign of the Year

Volkswagen Group Ireland

Name of Loyalty Program: **Tyre Heroes**

Categories:

- B2B Loyalty Programme of the Year

WIN | WIN

Name of Loyalty Program: **Gifty**

Categories:

- New Loyalty Launch of the Year
- Loyalty Industry Innovation
- Technology Programme of the Year
- Employee Recognition Programme of the Year
- B2B Loyalty Programme of the Year