The Irish Loyalty Awards

Celebrating the best in Irish customer loyalty

Kilkea Castle in Co Kildare was the setting for this year's Irish Loyalty Awards, with Marks & Spencer coming out as the overall winner. **Lorraine Courtney** reports

M&S Group: overall winners, Loyalty Programme of the Year

The Irish Loyalty Awards, sponsored by Visa, recognise brands that are working to drive the customer loyalty industry forward. This year's ceremony was hosted by co-median Mario Rosenstock.

The Awards, now in their third year, continue to go from strength to strength with new brands joining the loyalty community in 2022.

Commenting on this year's Awards, programme co-founders Marian Kelly and Eileen McGuinness said it was evident from the standard of entries that companies have redefined their relationships with consumers.

"Irish companies are evolving to meet ever-changing expectations, accelerated by the pandemic and the continuing digital transformation," they said. "Loyalty is particularly important now, in a world where customers are actively reassessing what's most important to them.

Thursday night's strong turnout, coupled with the high calibre of the brands involved in the programme, showed that the future of loyalty is bright in Ireland.

"Recognising and rewarding best practice, innovation and excellence in loyalty while setting benchmarks for the industry to follow, the 2022 winners were of an exceptionally high-quality from a cross-section of the industry," they said.

The overall winner on the night was Mark & Spencer Ireland. Its head of marketing and sales, Frances Deasy, said that it is important to understand customer's needs and wants.

The company launched M&S Sparks to customers in Ireland in 2021. "Our Sparks loyalty programme enables a deeper level of personalisation with targeted offers and experiences for our customers."

Sparks provides a more personalised experience with instant rewards, tailored personal offers; every week one of their customers gets their shopping for free in every single store, or when they are shopping online.

"Members of the Sparks Loyalty programme can also select from five local Irish charities for Sparks to donate to every time they shop.

There are now more than 325,000 customers signed up. "Our Sparks programme is not about collecting points you may never use, but getting surprises, thank-yous and offers on the things you love just for shopping with Sparks."

"We are so proud to have been recognised on this stage just seven months into the programme. It gives us real confidence that we are building deeper connections with our customers."

2022 Irish Loyalty Awards winners

- **Financial Services Loyalty Programme of the Year:** Permanent TSB
- **Retail Loyalty Programme of the Year:** Insomnia Coffee Company
- **Loyalty Industry Innovation:** Dulux Paints
- **Utilities Loyalty Programme of the Year:** Vodafone Ireland
- **New Loyalty Launch of the Year:** Marks & Spencer Ireland
- **Employee Recognition Programme of the Year:** Lidl Ireland
- **CSR/Community/Green Loyalty Programme of the Year:** Axa Insurance DAC
- **B2B Loyalty Programme of the Year:** WIN | WIN
- **Loyalty Partnership Programme of the Year:** Electric Ireland
- **Travel, Leisure & Experiential Loyalty Programme of the Year:** Aer Lingus
- **Technology Programme of the Year:** SuperValu
- **Loyalty Programme Marketing Campaign of the Year:** SSE Airtricity
- **Established (five years or more) Loyalty Programme of the Year:** Three Ireland
- **Best Customer Experience:** Sky Ireland
- **Loyalty Personality of the Year:** Evelyn Moynihan, chief executive, Kilkenny Group
- **Irish Loyalty Category Winner 2022 (as voted by the public):** Insomnia Coffee Company
- **Irish Loyalty Awards Programme of the Year:** Marks & Spencer Ireland

Permanent TSB: Financial Services Loyalty Programme of the Year. James Lenehan, founder and CEO of Win I Win, and Jeff Harbourne, Head of Savings & Personal Banking at PTSB

Insomnia: Retail Loyalty Programme of the Year. Kathy Peyton, Founder and Director of Sweete Ltd, Fiona O'Doherty, Head of Marketing, and Mario Rosenstock, MC

Dulux Paints: Loyalty Industry Innovation of the Year 2022. Corman Quinn, Founder and CEO of LoyalBe and Owen Byrne, Key Account Manager, Dulux Paints

Vodafone: Utilities Loyalty Programme of the Year 2022. Jeff Harbourne, Head of Savings & Personal Banking at PTSB, and Emma Prendergast, Loyalty Manager, Vodafone

Marks & Spencer: New Loyalty Launch of the Year 2022. Victoria Groom, Head of Marketing & CRM, SSE Airtricity, and Alex Kilborn, Head of Loyalty Operations, Marks & Spencer

Lidl Extras: Employee Recognition Programme of the Year 2022. Eleanor Gaire, Sales and Marketing Director, ADC, and Maria Hogan, HR Generalist

AXA: CSR/Community/Green Loyalty Programme of the Year 2022. Sharon Butler, Circle K, Marguerite Brosnan, AXA Director Retail Direct, Axa, and Mario Rosenstock, MC

Gifty: B2B Loyalty Programme of the Year 2022. Paul Gadie, Managing Director, Gift Innovations, and James Lenehan, Founder and CEO of Win I Win

Electric Ireland: Loyalty Partnership Programme of the Year 2022. Kathy Peyton, Sweete, Fiona Dixon, Retention Marketing Manager, Electric Ireland, and Laura Curley, SuperValu Real Rewards Partner Manager

Aer Lingus: Travel, Leisure & Experiential Loyalty Programme of the Year 2022. Jeff Harbourne, Head of Savings & Personal Banking at PTSB, Caroline Byrne, Head of Loyalty and Partnerships, Aer Lingus, and Mario Rosenstock, MC

SuperValu: Technology Loyalty Programme of the Year 2022. Marguerite Brosnan, AXA Director, Retail Direct, Laura Curley, Real Rewards Partner Manager, and Margaret O'Donoghue, Real Rewards manager

SSE Airtricity: Loyalty Programme Marketing Campaign of the Year 2022. Laura Curley, Real Rewards Partner Manager, Margaret O'Donoghue, Real Rewards manager, Therese Tse, CRM Campaign Planner, and Christopher Matthews, CRM Manager, SSE Airtricity

3Plus: Established (5yrs +) Loyalty Programme of the Year 2022. Christopher Matthews, CRM Manager, SSE Airtricity, Siobhan Lynch, 3Plus Loyalty Manager and Emer Ryan, Digital Lead 3 Plus

Sky: Best Customer Experience 2022. Mark Quinn, Managing Director, Win I Win, Amanda Wade, Head of Customer Value Management, Sky, and Mario Rosenstock, MC

Evelyn Moynihan: Loyalty Personality of the Year 2022. Dan Truscott, Head of Loyalty Solutions Europe, Visa, and Evelyn Moynihan, CEO, Kilkenny Group

Insomnia – Public Vote Category (Irish Loyalty Category Winner 2022 as Voted by the Public). Dan Truscott, Head of Loyalty Solutions Europe, Visa, and Fiona O' Doherty, Head of Marketing, Insomnia