IRISH
LOYALTY & CX
AWARDS

Headline Sponsorship 2024

irishloyaltyawards.ie

Watch Our Highlights Video

ABOUT THE IRISH LOYALTY & CX AWARDS

The Irish Loyalty & CX Awards have responded to a request from the business community to celebrate the achievements of companies and organisations excelling and achieving the extraordinary. The awards programme is the premier platform for awarding excellence and achievement in loyalty and customer experience for Irish companies. The awards recognise brands that are building lasting and profitable relationships with customers within Ireland and abroad across every sector.

The Irish Loyalty & CX Awards targets the entire business community across all industry sectors and welcomes entries from companies of all shapes and sizes who are disruptors, ready to scale, entrepreneurs, established SMEs right up to blue chip global organisations. Entry levels are high, as companies increasingly value the prestigious opportunity in the loyalty space to raise their profile and be recognized as a leader and innovator in their sector. The awards programme encourages companies to continually adapt and innovate to forge deep one-to one customer relationships, driving commercial growth and success for business in Ireland now and in the future.

Since its launch in 2019 the Irish Loyalty & CX Awards has gone from strength to strength which is testament to the success of the awards and the high esteem in which the awards are held across Ireland.

The Irish Loyalty & CX Awards has been instrumental in recognising success and achievement in loyalty marketing and customer experience, via its 12-month programmes of content, networking and judging processes and its glittering awards ceremony, with over 400+ senior business leaders attending.

Align your brand with one of the most prestigious awards programmes for Irish businesses – change businesses to business

Now proven as the premium customer loyalty, reward and recognition platform, the Irish Loyalty & CX Awards is the prestigious business awards programme for companies that are invested in customer loyalty and are truly customer centric.

This exclusive Headline Sponsorship package is by invitation only and offers one of few opportunities in the Irish market to drive brand awareness across every business sector in Ireland, targeting all business sizes from SME to global blue-chip companies. As Headline Sponsor the awards platform can build business credibility and prestige and most importantly of all, provide the opportunity to promote products and services directly to the leading decision makers in the Irish market.

The Irish Loyalty & CX Awards has not only retained all of its sponsors over the last 4 years but has also added new sponsors year on year which is a clear indication of the growing commercial importance of customer loyalty and is a clear indicator of the value that our loyal sponsors place on the programme. Below are just some of the reasons that our sponsors have cited in supporting the programme.

PREVIOUS IRISH LOYALTY AWARD WINNERS:

- Association with one of the most respected awards programmes in Ireland.
- Raised corporate profile with excellent branding opportunities throughout the year.
- Robust brand positioning on Awards night.
- A strong presence at the premier networking night for the Irish loyalty industry.
- Premium table position within the room.
- Association with an industry event that supports and recognises best practice.
- A profile that sits alongside our impressive list of trusted companies.
- The only programme that gives the pubic a voice via the public vote.

HEADLINE SPONSORSHIP PACKAGE €15000

MEASURABLE RETURN ON INVESTMENT, TARGETING THE IRISH LOYALTY

A fantastic opportunity to support the loyalty Industry and encourage the development of the evolving Irish loyalty landscape. A fun networking forum full of professional stimulus for clients and colleagues. We collaborate with our Headline Sponsor to develop a bespoke package to ensure that the business objectives, of sponsoring the awards, are delivered.

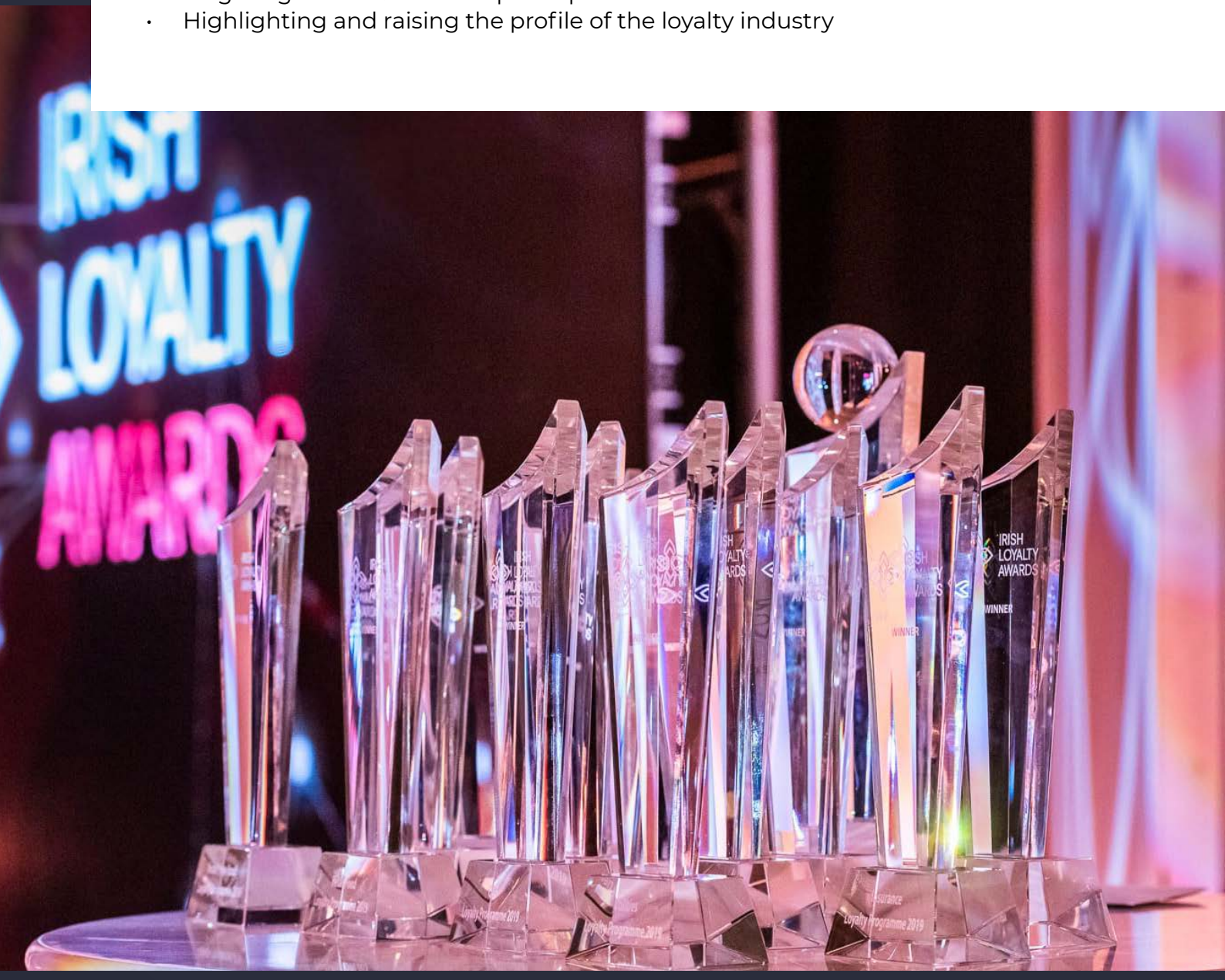
Recognition as the Headline sponsor of the Irish Loyalty & CX Awards 2024 with headline priority branding across all collateral. Sponsorship will be exclusive within your sector and your direct competitors will not be accepted for sponsorship.

Deliverables:

- Included in high profile, 12 months, pre and post event awards marketing campaign including digital & social media across all assets
- Inclusion in our Media Partner coverage, including the Business Post and globally The Wise Marketeer and Let's Talk Loyalty media packages.
- 2 x Though leadership articles in the "Loyalty Ireland" newsletter
- Table of ten at the Awards dinner (Direct Cost €1500)
- Awards Night Video. Headline sponsor to be included in opening awards night video targeting 500 key decision makers
- Company profile and full page advert in the programme on the night of the Gala Dinner.
- Presentation of the 2 of the most sought-after categories
- Company profile &logo in the ILA 2024 Winners features in Business Plus monthly magazine. Magazine circulation: 12,000 Estimated readership: 90,000 Audience: 90% ABC1
- Profile in Business Plus newsletter
- Company profile in Sunday Business Post coverage of the awards

OVERVIEW OF 2024

- Gala Awards ceremony 10th April 2024 at Concert Hall RDS Dublin
- Industry leading event with 400+ attendees
- Tailored for the Irish market
- Celebrating excellence, innovation and best practice in the loyalty industry
- 16 Award categories representing loyalty across all business sectors
- Regional CX Champions - Recognising excellence in CX across local Irish businesses
- Public Vote Best loved loyalty Programme as voted by the public – 2023 over 59,000 votes received for 2023 programme.
- Targeting SME's & Blue- Chip companies
- Highlighting and raising the profile of the loyalty industry



KEY TIMELINES

2022

October

- Launch of the Irish Loyalty Awards 2024

6 November

- Entry Open

2023

15 January

- Final Call

29 January

- Closing Date

1-15 February

- Judging

19 February

- Finalist Announced

20 February

- Public Vote Opens

10 April

- Awards Gala Dinner

SPONSORSHIP PRESS COVERAGE

COMMERCIAL REPORT

Irish Loyalty Awards 2019

A night full of shining stars

The inaugural Irish Loyalty Awards, sponsored by Visa, were a glittering success when they were staged recently at Dublin's InterContinental Hotel, writes **Arlene Harris**

The inaugural Irish Loyalty Awards sponsored by Visa took place at a prestigious black-tie awards ceremony at the InterContinental Hotel Dublin on Thursday, November 14th last. Yates. For the first time in Ireland, the event brought together a broad spectrum of leading Irish brands and professionals, across a thriving loyalty industry.

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

Co-founders of the awards, Marian Kelly and Eileen McGuinness, have been involved in the loyalty current importance companies are placing on giving a "thank you" to its customers, which is in no small part what the awards are about".

"Over the last number of years, we have seen great loyalty programmes emerge and transform businesses by engaging a significant amount of expertise and investment in the area, and we felt the time was right to recognise the massive response to the Irish Loyalty Awards Public Vote where consumers really got behind their favorite programme.

Market research, conducted by Opinions.ie in February 2019, clearly demonstrated customers' preferences and loyalty to certain companies or brands which influenced their decision to vote. They would be more inclined to continue using a brand remain with a service provider if their tenure as a customer was rewarded.

Visa back on board as lead sponsor of Irish Loyalty Awards 2020

Opinions.ie
The research agency

We are delighted to announce that the Irish Loyalty Awards 2020, sponsored by Visa, will be held on the 5th of March 2020 at the Intercontinental Hotel, Dublin.

Best practice will be celebrated, success will be rewarded and innovation will be applauded at the Irish Loyalty Awards 2020. Arm, company, irrespective of size or industry, is invited to enter the awards and will be judged by a panel of judges.

with all our sponsors to deliver awards of the highest standards which are highly sought after and valued in the marketplace."

these times of massive technological change, the organisers and the judges of the Irish Loyalty Awards hope, as in 2019, to be surprised, amazed and delighted with the 2020 collection of entries.

Demonstrating the power of the loyalty proposition, together with increasing consumer insights for

Permanent TSB – Explore Account Rewards – Irish Loyalty Programme of the Year: Philip Konopik (Visa), Jeff Harbourne, Fiona Curtin, Dave Foran, Avril Robinson, Stephen Nolan, Suzanne Lloyd, Elisa McKenna, Claire Walsh, Connor Beattie, Deardriaal Feehan (Permanent TSB), Ivan Yates

Ivan Yates, MC

Marian Kelly and Eileen McGuinness, co-founders of the Irish Loyalty Awards

Press Coverage 2019

COMMERCIAL CONTENT

sh Loyalty of the Year Awards 2021 SPECIAL REPORT

rcle K's winning formula puts the customer first

K's Here for Ireland campaign, in rship with the Olympic Federation nd and Paralympics Ireland raised needed funds for athletes, as well as e brand awareness for the retailer, **Arlene Harris**

products we offer and the service we deliver."

This mission took on even greater importance over the past 18 months as Circle K remained open throughout

connect our customers to the athletes and make it easy for them to support Team Ireland," said Keane. "Using our Play or Park platform, we created a brand-new in-

port to Irish athletes as they worked towards reaching the biggest moment in their careers," Keane said.

As part of the Here for Ireland campaign, Circle K showcased the journeys of Olympic and Paralympic athletes from around the country. "We enlisted a group of Team Ireland hopefuls, including swimmer Shane Ryan, runner Greta Streimikyte, Taekwondo athlete Jack Woolley and Irish women's hockey player Róisín Upton, to support us in driving awareness of Here for Ireland to the public.

"Research had shown

tion together to cheer on the country's homegrown champions when they competed in Tokyo."

Keane firmly believes that the Here for Ireland campaign had a significant and positive impact on Circle K's brand awareness, a belief supported by the findings of a recent Teneo survey which was published in the *Business Post* on September 12. When the public were asked to recall names of the most impactful Team Ireland sponsors for the survey, Circle K topped the list.

"The Here for Ireland

Circle K, the overall winner: 'We are tremendously proud to be acknowledged for our commitment to rewarding our customers for their loyalty'

Marian Kelly, Eileen McGuinness co- founders of the Irish Loyalty Awards and Zenith Marketing and Mario Rosenstock MC

Victoria Groom, head of marketing & CVM: David Manning, marketing director SSE Customer Solutions; Willie Sparkes - the loyalty, PR and event manager, Axa Insurance, and Phil Bradley

Press Coverage 2021

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

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 comedian Mario Rosenstock.

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

Commencing 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 their customers.

"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 competition is a mere click away, and knowing 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. In 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 to offers, rewards 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 125,000 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've just been buying," Deasy said.

"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

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

Press Coverage 2022

COMMERCIAL CONTENT

Irish Loyalty & CX Awards A SPECIAL 2-PAGE REPORT

Irish Loyalty & CX Awards Winners 2023

- 2023 Loyalty Launch of the Year
  Maxol - Maxol Loyalty App - Loyalty Rewarded
- Established (5 years+) Loyalty Programme of the Year
  SuperValu - Real Rewards
- Retail Loyalty Programme/Initiative of the Year
  Tesco | Clubmhumhy - Building long term loyalty using personalisation science to reward customers
- Customer Experience of the Year Award
  Energia - Energia Rewards
- Financial Services Loyalty Programme/Initiative of the Year
  permanent tsb - Explore Account
- Best Customer Experience in Travel & Leisure
  WIN | WIN Group - Early Table
- Technology Programme/Initiative of the Year
  EFC - EFC Rewards Arcade
- Loyalty Industry Innovation of the Year
  Vodafone - Make to Win

REGIONAL CX CHAMPIONS

- Leinster Regional CX Champions
  Chupi Jewellery - Dublin
- Munster Regional CX Champions
  Woodco Renewable Energy Ltd - Tipperary
- Ulster Regional CX Champions
  Castle Leslie Estate & Equestrian Centre - Monaghan
- Connacht Regional CX Champions
  Connacht Rugby - Galway

CATEGORY: LOYALTY ALL STARS

Margaret O'Donaghue - Loyalty Programme Manager SuperValu Real Rewards
Sarah Petersen - CVM Senior Manager Mobile & Loyalty - Vodafone Ireland
Jen Cheerio - Head of Client Services WIN | WIN Group
Mary Shannon - CRM Operations Manager - SuperValu Real Rewards
Carol Howell - Sparks Campaign Manager Marks & Spencer

- CSR/Community/Green Loyalty Programme or Initiative of the Year
  AXA - Axa Parks – Coming Together for Action
- Loyalty Programme Marketing Campaign of the Year
  Sky - Sky VIP. It's the treatment you deserve
- B2B Loyalty Programme/Initiative of the Year

Leinster Regional CX Champions: Chupi Jewellery – Dublin

Munster Regional CX Champions: Woodco Renewable Energy Ltd – Tipperary

Connacht Regional CX Champions: Connacht Rugby – Galway

Ulster Regional CX Champions: Castle Leslie Estate & Equestrian Centre – Monaghan

Regional CX winners celebrated for making the customer's experience second to none

This new award at this year's Irish

programme was developed

able Energy Ltd in Munster

ups. As a result, we are now

their loyalty offers. Langford

Press Coverage 2023

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