



## 2024 FINALISTS ANNOUNCED

We are thrilled to offer our heartfelt congratulations to all of you reaching the finalist stage of the 2024 Irish Loyalty & CX Awards. Your steadfast dedication, innovative approaches, and unwavering commitment to excellence have unquestionably distinguished you in the realm of customer loyalty and experience in the Irish landscape.

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

- AXA Insurance - Axa Plus
- Bank of Ireland - Business Start Up Programme
- PTSB - Explore Account

### **Ecommerce/Online Loyalty Programme/Initiative of the Year**

- Cornmarket Group FS – Rewards
- Early Table
- Flogas - Flogas Feelgood Rewards

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

- Electric Ireland - Electric Ireland Rewards
- Energia - Energia Rewards
- Flogas - Flogas Feelgood Rewards
- Sky Ireland - Sky VIP, where every customer gets the treatment they deserve
- SSE Airtricity - SSE Reward

### **2024 Loyalty Launch (Programme or Initiative) of the Year**

- Brown Thomas Arnotts - Encore Loyalty
- Cornmarket Group FS - Rewards
- Flogas - Flogas Feelgood Rewards
- SSE Airtricity - SSE Reward
- WowThanks Reward & Recognition

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

- Brown Thomas Arnotts - Encore Loyalty
- Insomnia Coffee Company - Insomnia Treats – Love Being Rewarded
- SuperValu - NutriFresh Glass Storage Collector Promotion in SuperValu

### **Loyalty Industry Innovation of the Year**

- Aer Lingus - AerClub Rewards Platform

- Cornmarket Group FS – Rewards
- Early Table
- SuperValu - Real Rewards Scan to Win Gamification
- WowThanks Reward & Recognition

#### **Customer Experience of the Year Award**

- Aer Lingus – AerClub
- Energia - Energia Rewards
- Hidden Hearing Ireland
- Ibec
- Insomnia Coffee Company - Insomnia Treats – Love Being Rewarded

#### **Best Customer Experience in Travel & Leisure**

- Aer Lingus - AerClub
- Early Table
- SuperValu - SuperValu Getaway Breaks

#### **Technology Programme/Initiative of the Year**

- SuperValu - The Real Rewards Loyalty App
- Vodafone Ireland - Fantastic Days: Vodafone's 6-Year Loyalty Triumph
- WowThanks Reward & Recognition

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

- Aer Lingus – AerClub
- Boots Ireland - Boots Advantage Card
- Brown Thomas Arnotts - Encore Loyalty
- Insomnia Coffee Company - Insomnia Treats – Love Being Rewarded
- Vodafone Ireland - Fantastic Days: Vodafone's 6-Year Loyalty Triumph

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

- Cornmarket Group FS – Rewards
- Dulux Paints Ireland - Dulux Trade Points
- Early Table
- Sky Ireland - Sky VIP Christmas Gifting Campaign
- Vodafone Ireland - Fantastic Days: Vodafone's 6-Year Loyalty Triumph

#### **B2B Loyalty Programme or Initiative of the Year**

- Bank of Ireland - Business Start Up Programme
- Kepak Group - Rewarding Excellence in Foodservice
- WowThanks Reward & Recognition

#### **Loyalty Partnership Programme/Intiative of the Year**

- AXA Insurance – Axa Plus
- Cornmarket Group FS – Rewards
- Electric Ireland - Electric Ireland Rewards and SuperValu Real Rewards Loyalty Partnership
- Sky Ireland - Outbelieve with Sky VIP and the Women's National Team
- SSE Reward - SSE Reward

### **2024 Loyalty All Stars**

- Claire Chaney – Project Manager - Cornmarket
- Louise O'Mahony– Marketing Controller - Sky Ireland
- Barry Walsh – Head of Product & Digital - WowThanks