



AS Watson

YEAR OF
Kindness
MAKE 2♥24

Digital Loyalty

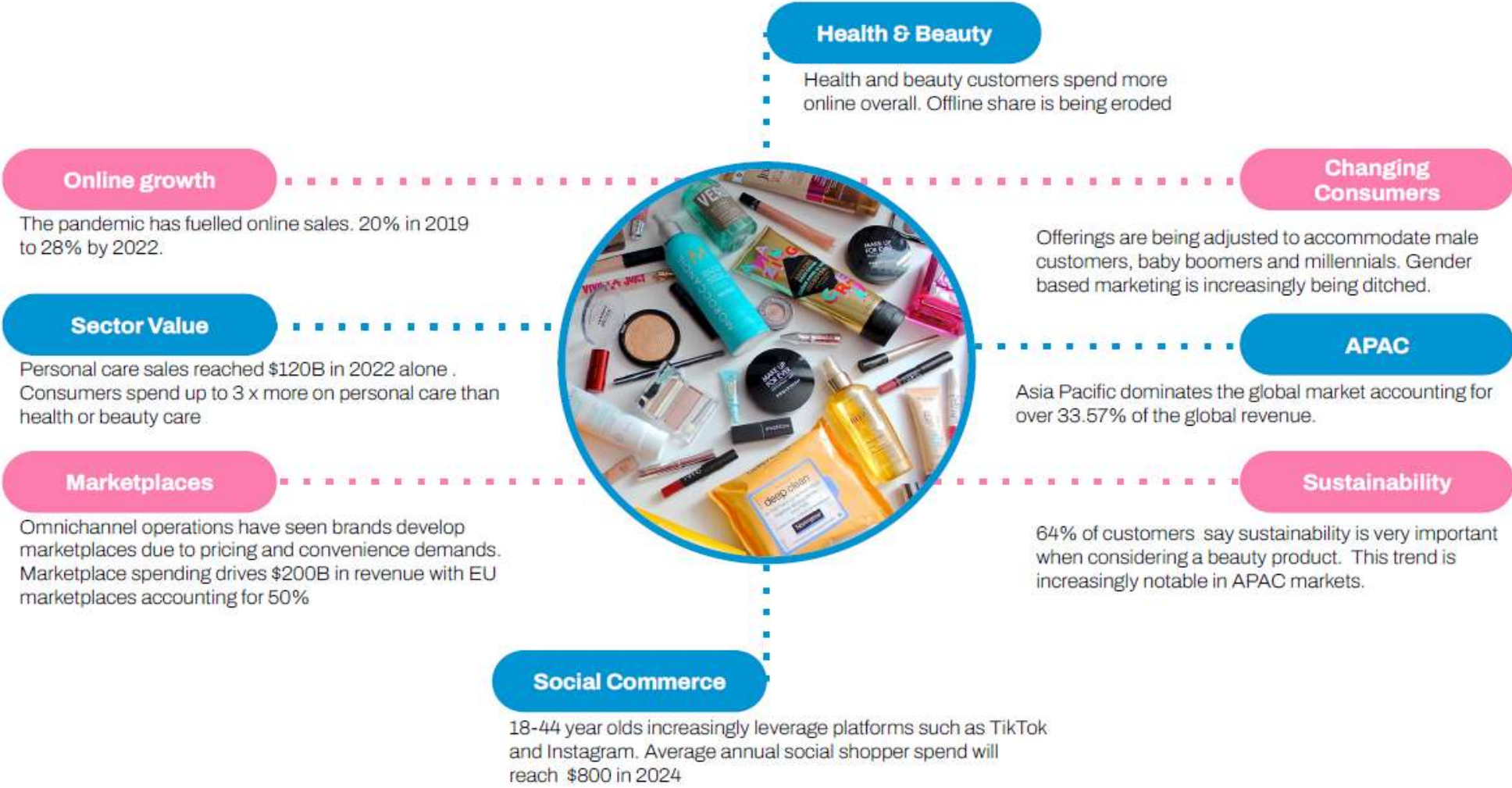
Guideline & Inspiration for Participants

April 2024

To put a **Smile** on our customers' faces
today and tomorrow 😊



Health & Beauty Sector – key industry trends



Source: Marigold 2024

Loyalty programme preferences vary by generation



Boomers



- Clarity & accessibility
- Exclusive discounts
- In store benefits

1946 - 1964
(55-73)

Gen x



- Tangible rewards
- Recognition
- Privacy & security

1965-1980
(39-45)

Millennial



- Convenience is king
- Experiential
- Value & savings

1981 – 1996
(27 – 42)

Gen z



- Digital integration
- Instant gratification
- Gamification

1997 – 2012
(11 – 26)

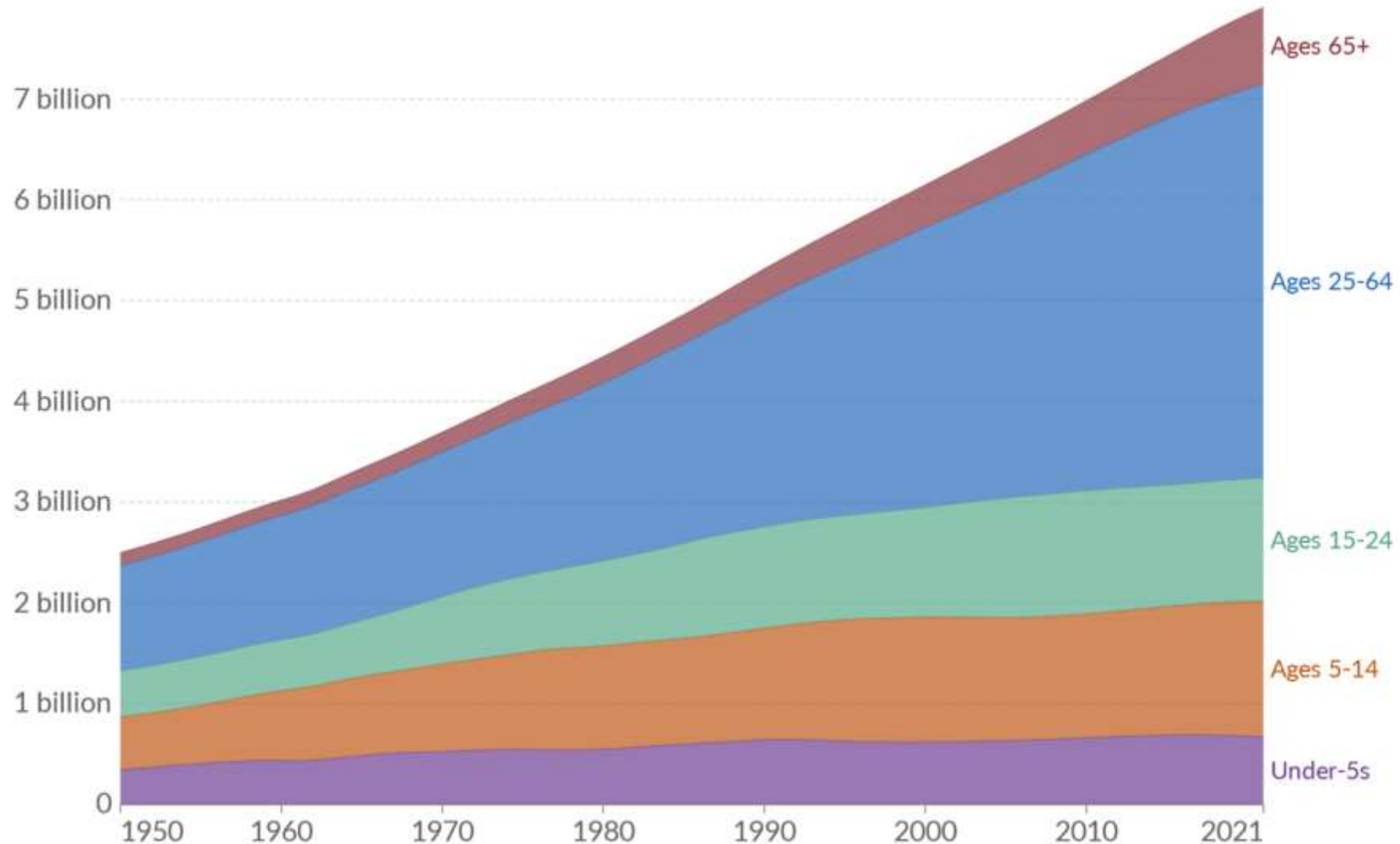
Alpha



- Social responsibility
- Novelty
- Community

2013-2024
(11yrs and younger)

Global population by age group – aging population



Components of a loyalty programme

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Simple



Valuable



Stimulating



Emotional



Complementary



Differentiating



Cost-Effective



Evolving



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Good Luck

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