

Care, Connect, Grow

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"Care, Connect, Grow, excite your current consumers! You can only break frontiers by being different, challenging yourself, ideas, and selecting rewards that fit your consumer's needs." This was the advice given by Paul Appalsamy, PDI Director of TLC Marketing Worldwide, to attendees at the annual Loyalty and Rewards conference held last week in Johannesburg.



The conference covered key topics surrounding the advancements of loyalty programmes in and around South Africa such as: the importance of digital platforms for customer on-boarding, gaining a competitive advantage in the industry and especially in South Africa, building CRM through innovation and technology and tools that are viable to utilise in order to maintain a good content management system.

"The conference lent itself to the birth of innovative ideas, leads to various technology uses, implementation of innovative loyalty strategies, and the opportunity to network with industry leaders," said Sian Wirth, Project Manager, TCI.

Paul delved into TLC's global campaigns and analysed the top five rewards globally in 2013 and why consumers were making these choices. The top option was revealed as holiday breaks, followed closely by wellbeing, sports lessons, cinema and pamper.

TLC Marketing has over 20 years of experience in delivering successful campaigns ranging from loyalty platforms to add value consumer incentives by using intelligence from 15 international offices as part of the TLC Marketing Worldwide Group.

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Media Contact: Supriya Singh on 011 676 7700 or Supriya.singh@tlcmarketing.com

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TLC Worldwide Africa

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