

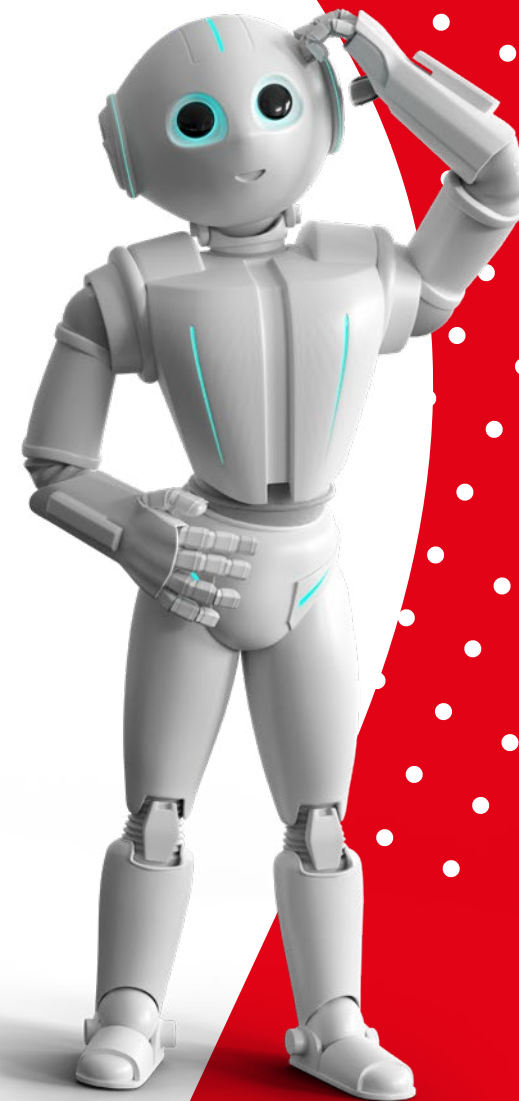
MANAGEMENT SUMMARY OF RETAIL LOYALTY CONGRESS 2019

AFTERMOVIE TEASER



CONTENT

Dare to differentiate	4
The congress begins	5
An 'a la carte' selection	6
Six topics. Countless insights	7
Retail tours	11
Showcase area	12
Food for thought, in a sparkling venue	14



DARE TO DIFFERENTIATE

Bursting into life within the luxurious Hotel Okura, our eighth RLC mixed the familiar with the unexpected to create a stimulating and unusual combination of flavours. Luxurious yet comfortably casual; professional yet friendly, it offered delegates glimpses into the future while firmly addressing present-day challenges.

To emphasise the '**Dare to Differentiate**' theme, we broke with tradition by offering our guests a diverse programme consisting of a customisable variety of activities and presentations grouped under six key topics. Instead of following a rigidly structured programme, each individual could pick and choose their favourite selection of items – just as consumers do when shopping every day.

THE CONGRESS BEGINS

Warmly introduced by our host Jeroen Smit, CEO Claudia Mennen welcomed our over 450 delegates, whose stores attract 200 million customers each year. She reaffirmed her purpose: to make clients, partners, colleagues and customers happy. She explained how, in a world characterised by volatility, uncertainty, complexity and ambiguity (VUCA), stakeholders will only reward you with their loyalty when you truly earn it. Amplifying on this theme, Jeroen emphasised how retailers who are purpose-driven are reaping dividends, and described how the RLC would serve to illuminate the way ahead.



AN 'A LA CARTE' SELECTION

On the menu were plenary gatherings, masterclasses and food retail tours, complemented by refreshment breaks for mingling, networking and discovering the latest BrandLoyalty showcases. An abundance of tasty morsels and delicious drinks fuelled the transition between the four stages, where over 35 keynote speakers and leading innovators dispensed insights and challenges.



SIX TOPICS. COUNTLESS INSIGHTS

As soon as Claudia had finished speaking, 20-year-old Jonas Stillman bounded onto the stage to talk about his own peer group – Generation Z – and how to reach this prime example of The Empowered Consumer. Amazingly self-assured, he spoke at breakneck speed of how marketers should “keep it real” in a world of intense economic and political chaos. Another couple of top tips were to “tap into Phigital” (the totally natural overlap between the physical and digital worlds) and to “make the experience feel customised”.

The Empowered Consumer was also a topic explored by Chieh Huang, Founder and CEO of Boxed.com. Recounting how he grew his business from his garage, he described how the value equation is changing: rather than price alone, it’s now about convenience, price, brand – and an emotional connection. That’s why he celebrates his staff, and empowers them to put a personal little handwritten note into the boxes to be delivered. He also shares his data and technology with retailers throughout the world for a very hard-headed business reason: “If we keep competing, only one person will win – and that’s Amazon”.

Afdhel Aziz was another speaker determined to shatter previous commercial truths. He took to the stage to enthusiastically describe a radical new business model that is already extremely successful: **Doing Well By Doing Good**. Underpinning our host's earlier observations about the transformation of Unilever into a purpose-driven company, Afdhel gave examples of many other organisations that are changing their course from focusing on shareholder value to following a more socially valuable purpose. This strategy is paying unexpected dividends by boosting the bottom line and enhancing staff engagement. He urged delegates to discard their traditionally narrow, transactional view of their customers and instead "think citizens, not consumers".

The ever-popular Jamie Oliver attracted a very appreciative audience keen to know more about why **Health Is The New Luxury** and to see the famous TV chef up close. With obesity and stress now causing an epidemic of morbidity and mortality, Jamie stressed how the food retail sector has the opportunity – as well as the responsibility – to help people live healthier, happier lives. Together with Emma Botton from Tesco UK, he encouraged everyone present to play their part in creating a better lifestyle through food. Emma shared Tesco's initiatives like the Jamie Oliver's healthy swaps and the free fruits for kids.

Keynote speaker Steven van Belleghem vividly described the necessity of **Reinventing The Store** in an age when people want everything at once and where “the new minimum” leaves retailers racing to keep up with expectations that are getting higher and higher. With the advent of AI, 5G, quantum computing and robotics, it’s likely that many daily purchases will be outsourced to an algorithm, and that the big online platforms will try to get between retailers and their consumers. Amid all this disruption, it’s essential to remember that customers have three scarce resources called time, money and energy. The future of customer relationships lies in helping people to make the most of these.

In order to do so, it’s of course crucial to explore all the data and digital possibilities open to you. Viktor Mayer-Schönberger explained how to get from dark data to enlightened decisions in **Getting To Know Your Data**. The way you approach this aim is key: “If we use data to get an answer, we need to ask the right question.” If we don’t, it’s not surprising that we end up with the wrong answer. In fact, an underused benefit of data is not to answer existing questions, but rather to help us to ask the right ones. Victor described how digging deeper into data – and making it available for other people to share – actually enhances its value, enabling people to move “from the burden to decide, to the freedom to choose”.

Food retailers from around the globe and BrandLoyalty's own specialists shared their insights with delegates as part of **Loyalty: How It's Made**. In a pick-and-mix assortment of fast-paced sessions, they discussed how to strengthen shopper engagement by, commanding attention on the shop floor, create added value through robust data and insights but also by using storytelling, maximise ROI, adjust programmes to make them more successful, keep regular customers coming back – and even make strategy more concrete by baking cookies!

Several speakers illuminated different aspects of each topic, but the person who truly embodied the '**Dare To Differentiate**' theme was undoubtedly photographer Jimmy Nelson. He spoke movingly and with searing honesty of his search to overcome his childhood traumas by reaching out far beyond his comfort zone, and showed how he had made it his life's work to visually celebrate the most distinctive human beings on the planet.

RETAIL TOURS

[Go to booklet >>](#)

Food & Retail Inspiration Tour

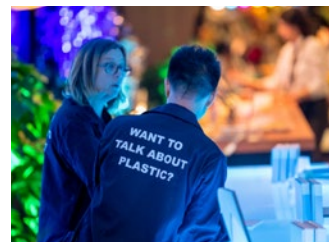
A city is also what it eats. Amsterdam prides itself on its diversity, which is reflected in the food choices it offers. During the RLC, we whisked delegates off to explore some of the tempting shopping destinations around town. Some groups savoured the ambiance at speciality stores dedicated to coffee, ham, oil & vinegar, cheese and Italian sandwiches, while others visited typical local supermarkets such as Jumbo Foodmarkt, Dirk van den Broek, Plus, Aldi and Lidl.

Guests visiting the top Dutch retailer Albert Heijn were able to compare its three formats; Albert Heijn, Albert Heijn XL and AH-To-Go formats, while visitors to La Place saw how its eat-and-meet concept brings fresh food within convenient reach of an urban population. Landmarkt, Dekamart, Ecoplaza and Marqt showed in their different ways how to bring fresh food to life, and the Spar City Store demonstrated how small is beautiful when it comes to everyday shopping. Coop, Vomar and Deen added further examples of diversity to the tours, although the greatest example of differentiation was perhaps the Foodhallen, whose food stalls sell delicious ready-to-eat bites from all over the world.



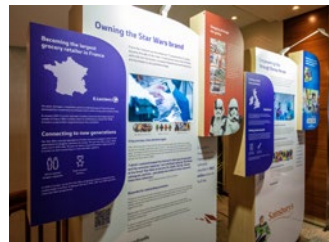
SHOWCASE AREA

Nestling among an abundance of lush greenery in the breakout area, our showcases presented a rich diversity of themes and rewards. Beautifully presented bathroom accessories were juxtaposed with a youthful showcase suggesting how to get closer to Generation Z; a 12-part display showing how to keep loyalty going strong each month of the year; and a gleaming kitchen corner featuring glassware, ovenware and kitchenware that neatly illustrated how to develop complementary rewards programmes to build long-term loyalty. Friendly cowgirls in stetsons invited guests to shoot balls to win a plushie, while just a few metres further white-coated scientists responsible for creating low-plastic alternatives explained their promising technology. Guests enjoying delicious snacks and healthy drinks from the Nutritional Bar could move on to the Craftsman Bar to enjoy a glass of wine teamed with a delicious slice of ham expertly carved from the bone.



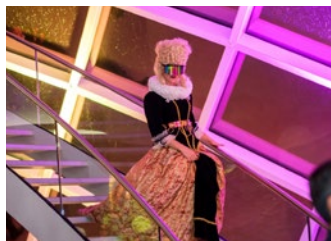
As the summer of 2020 will be dominated by sports, with the Olympic Games and European Football Championship, guests got entertained and inspired with new concepts in the Sport Bar. Last but not least, a new home brand was introduced in the Gift bar, offering all delegates a free gift set with product samples from the range that will be fully introduced in 2020.

In a room dedicated to the marvels of Tupperware, visitors could admire the latest handy innovations developed by a brand that never stands still. Providing examples of differentiation in recently executed programmes, 7 different case studies shared insights and key success factors from exceptional loyalty programmes across the world. These case studies are still available on [BrandLoyalty.com](https://www.brandloyalty.com)



FOOD FOR THOUGHT, IN A SPARKLING VENUE

After two days packed with presentations, store visits and masterclasses, delegates embarked on a floating tour of Amsterdam's canals before arriving at our mystery final venue: the Diamond Exchange. Gathering under the multifaceted ceiling and on the roof terrace with its breathtaking views over the cityscape, guests relaxed and enjoyed a well-earned evening of dinner and dancing.



THANK YOU
FOR JOINING OUR
RETAIL LOYALTY
CONGRESS 2019



DARE TO
DIFFERENTIATE

brandloyalty
happy people