# LOYALTY APP

Brno, 1.3.2023



# WELCOME

01 Novemeber acquisition

02 December acquisition

03 January 2023

04 March 2023

05 April 2023

06 Vankovka Fest acquisition

# NOVEMBER ACQUISITION

1.–30. 11. 2022



# COMMUNICATION STRATEGY










…„APP“ as a main communication character…









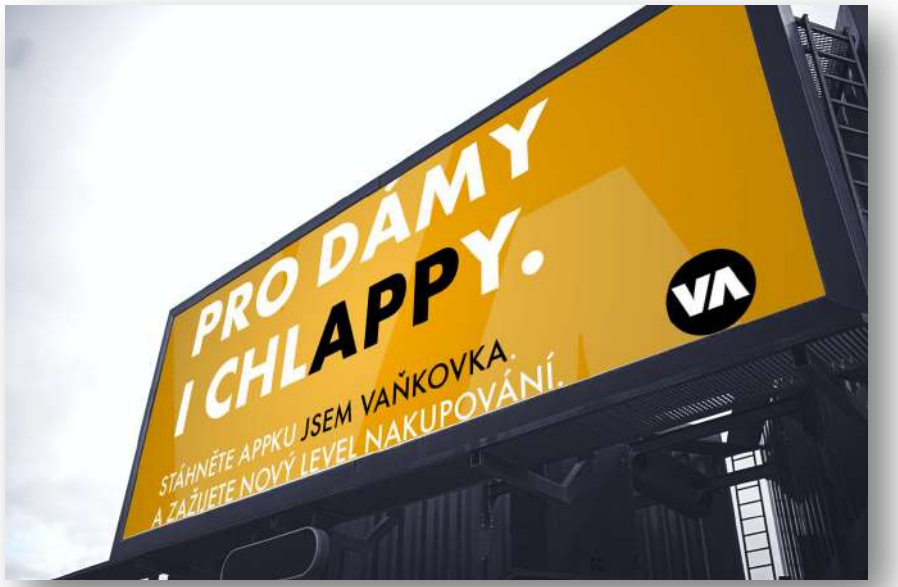
# COMMUNICATION STRATEGY OOH

**5**
**BigBoards**

**3**
**Double bigboards**

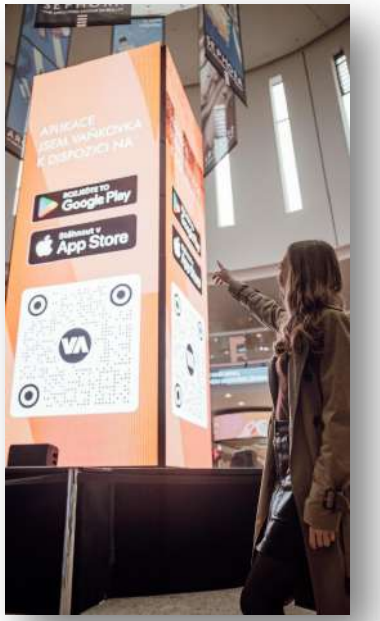
**1**
**Double billboard**



# COMMUNICATION STRATEGY

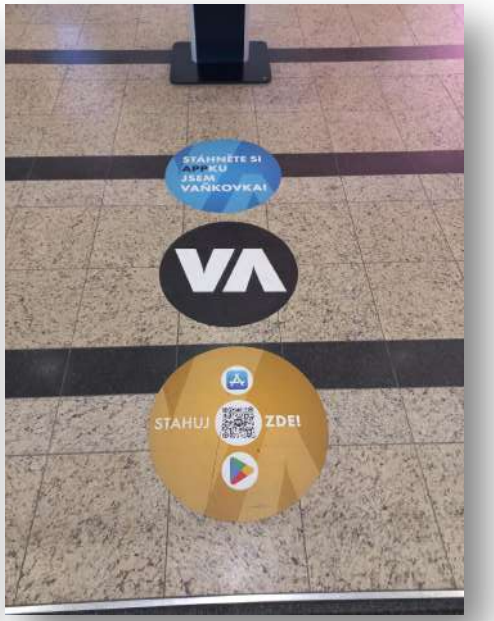
## IN HOUSE

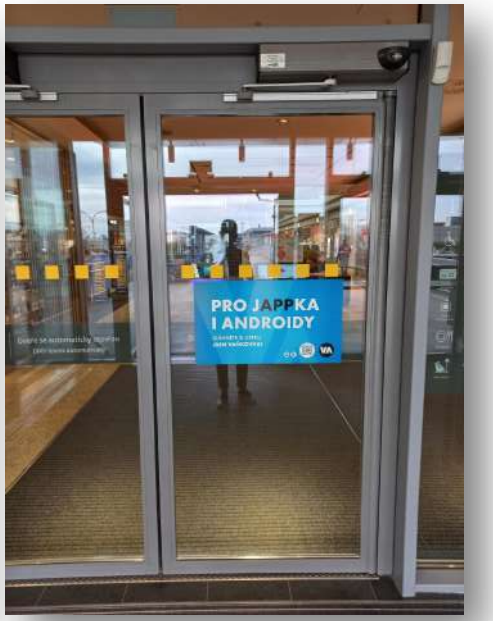









**LED SCREEN** | **BANNERS** | **FLYERS** | **STICKERS** | **ENTRANCES**

stickers (floor, entrances, elevators, foodcourt tables, toilets) / mero

# IN HOUSE IMPLEMENTATION

## LOUNGE WITH HOSTESSES AND FREE REWARDS




GET IT ON Google Play

Download on the App Store

- DOWNLOAD OUR **APP!**
- SCAN THE QR OR DOWNLOAD DIRECTLY AT GOOGLE/APP STORE.
- **SIGN UP.**
- **COLLECT POINTS** AND GET GREAT REWADS!
- EXPERIENCE A NEW DIMENSION OF **SHOPPING.**

**SIGN UP AND GET FREE LEMONADE / MACRONE / COFFEE AT STARBUCKS.**

**YOU GET 10 POINTS FOR EACH DETAIL DURING REGISTRATION.**




**Average OF**

**275**

activations per day

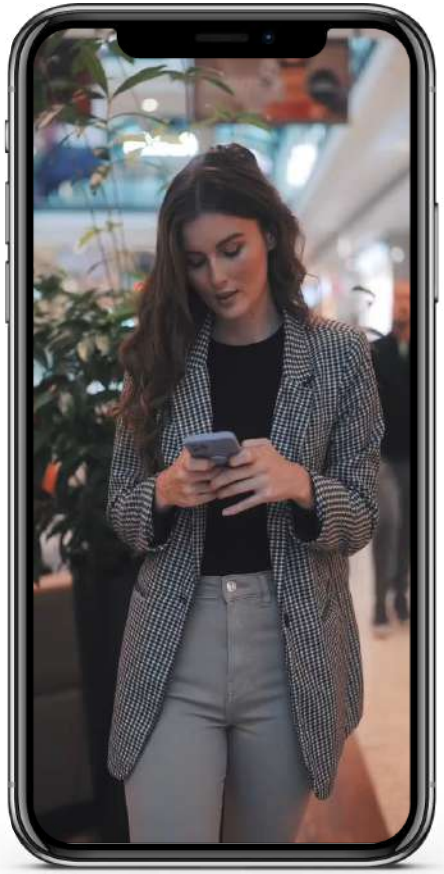
# ONLINE IMPLEMENTATION

## TIK TOK AND IG (our production)




34K views

84K views



17K views

40K views




27K views

42K views

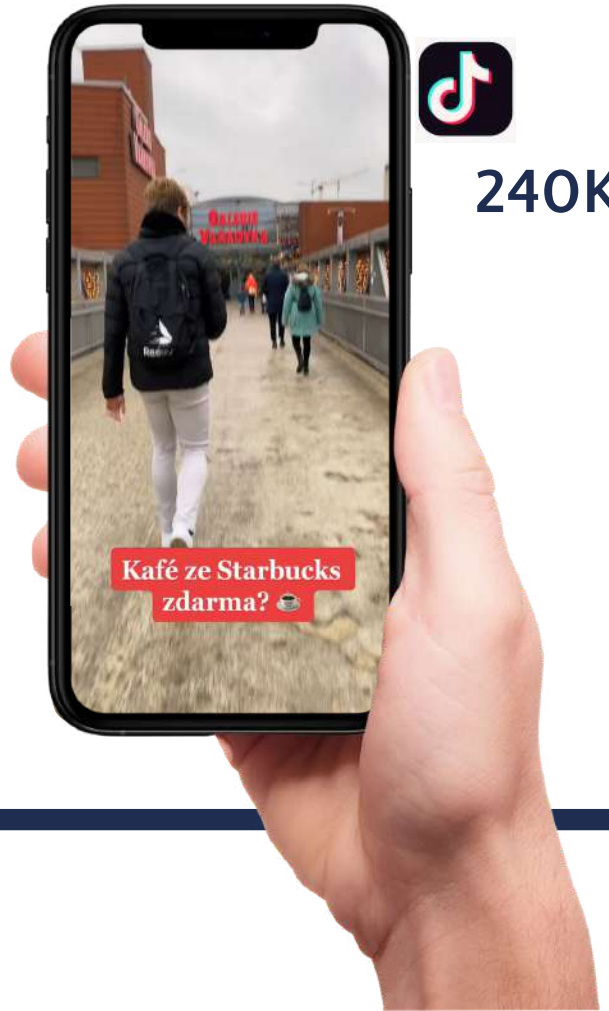


30K views

35K views

# ONLINE IMPLEMENTATION

## TIKTOK (visitors production) + ONLINE PROMO




**240K** views

More than

**2K** downloads via Google and Seznam.cz

**GOOGLE ADS**

(BANNER PROMOTION)

**SEZNAM ADS**

(BANNER PROMOTION)



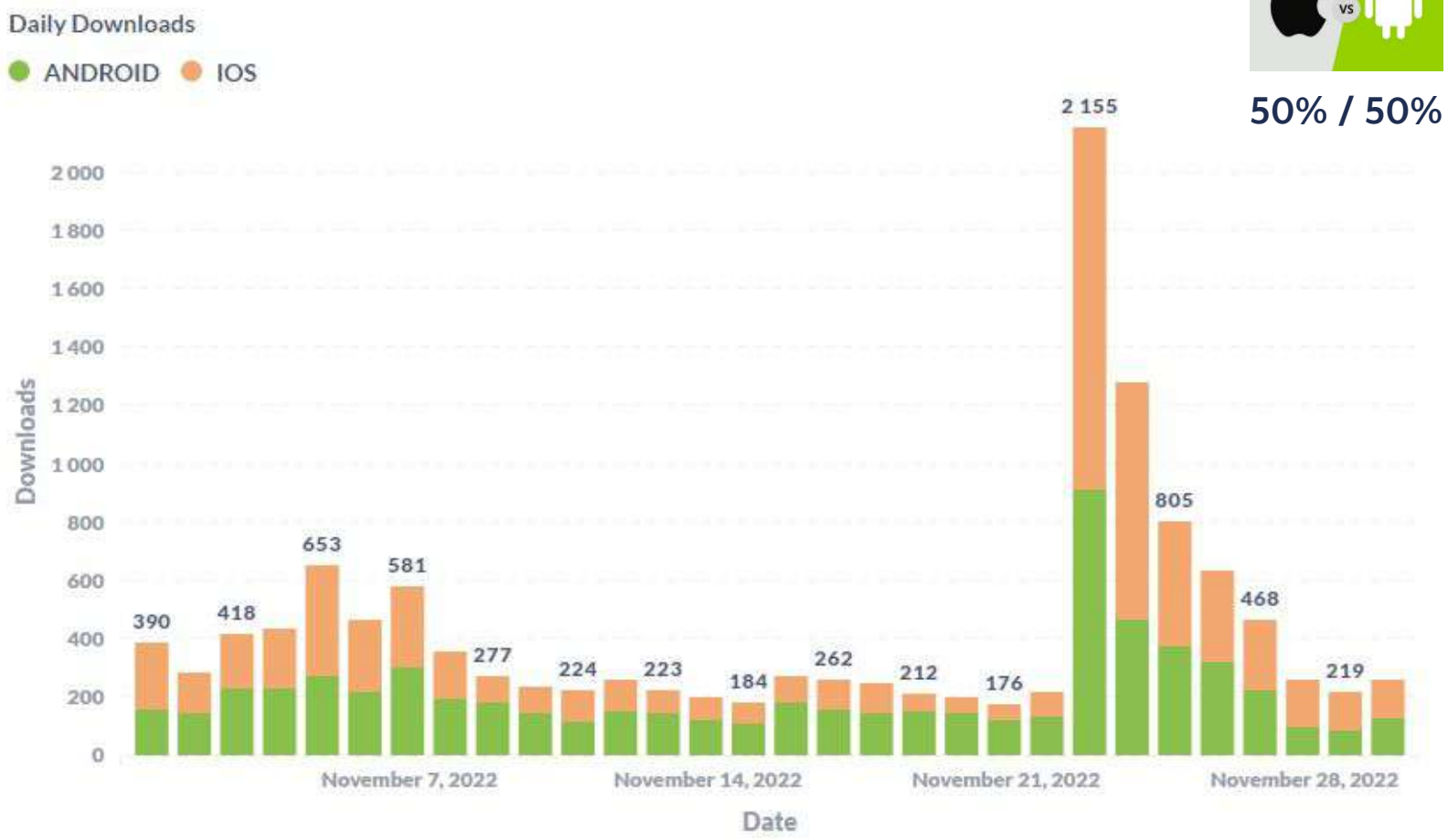
# STATISTICS

**TOTAL DOWNLOADS 12.100**

**12.100**



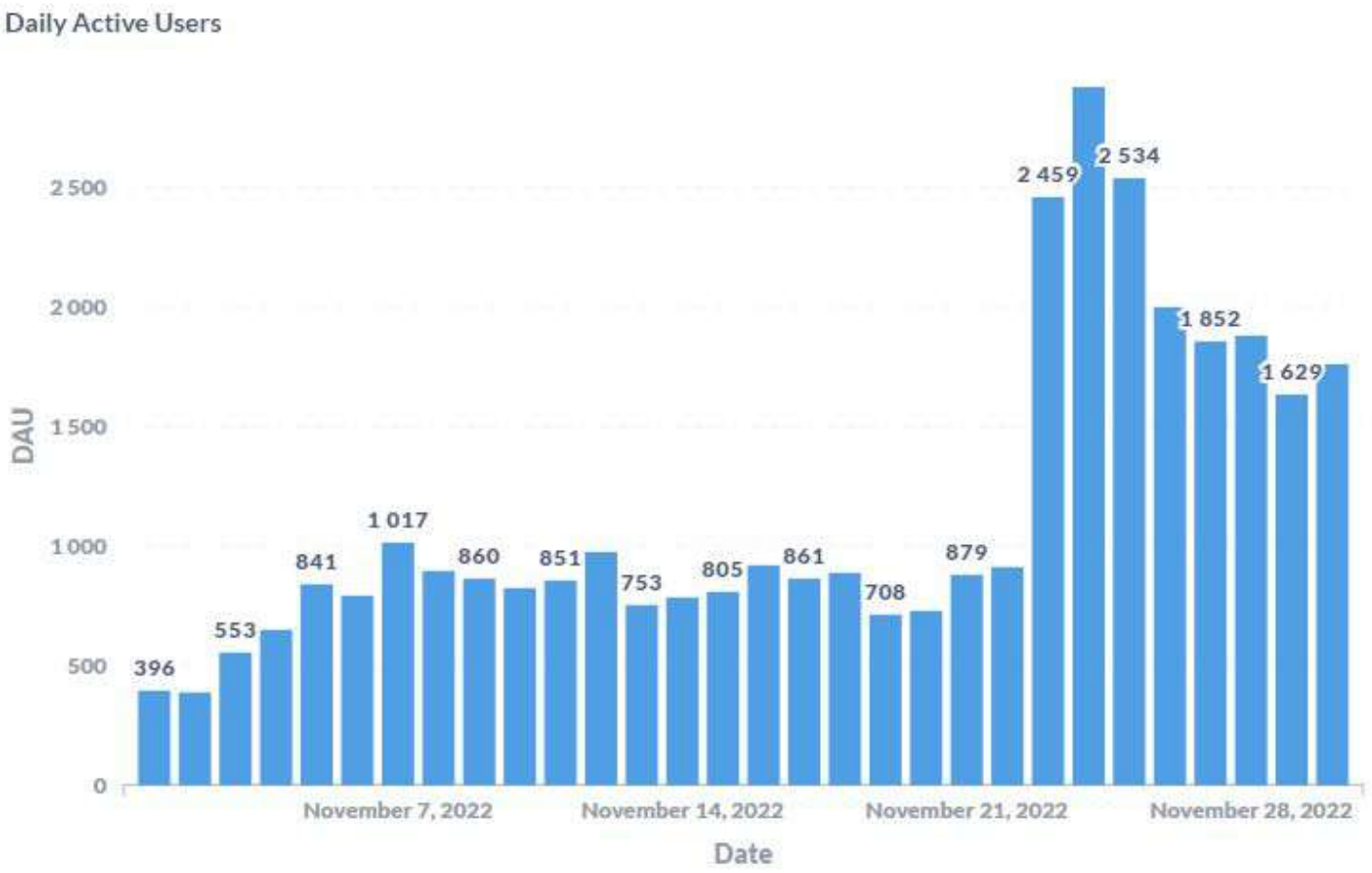

**50% / 50%**



# STATISTICS

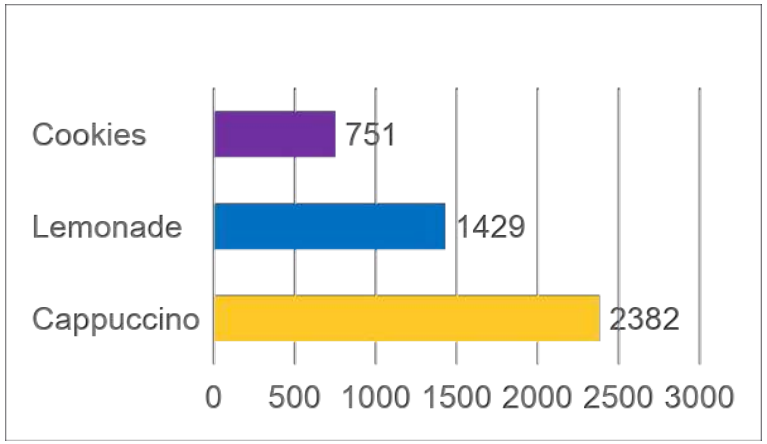
**1.143**

AVERAGE DAILY NUMBER OF ACTIVE USERS

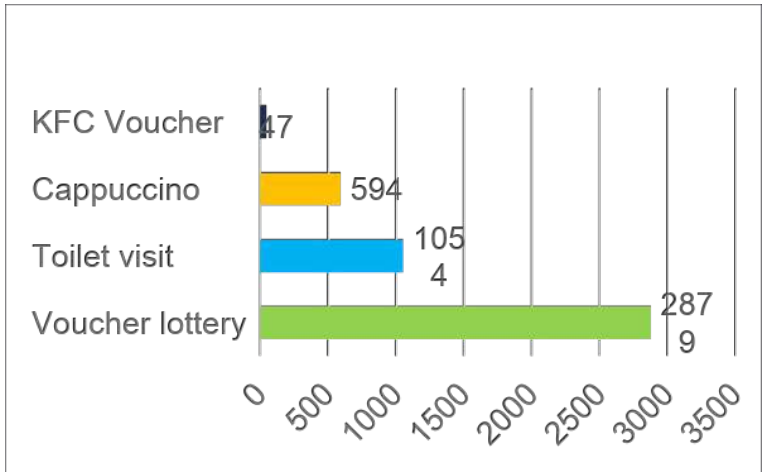


# STATISTICS
# 1.–30. 11. 2022

## FREE REWARDS




## OTHER REWARDS




**4.562**




# ADVENT CALENDAR
1.–24. 12. 2022

# INSTORE IMPLEMENTATION

## PRINCIPLE OF COMMUNICATION




GET IT ON Google Play

Download on the App Store

DOWNLOAD OUR **APP!**

FROM 1/12 TO 24/12 YOU WILL SEE **EVERY DAY IN THE APP DRAWINGS FOR LARGE WINS** FROM OUR TENANTS.

TO ENTER THE DRAW, SIMPLY APPLY 10 POINTS!

PARTICIPATE MULTIPLE TIMES EACH DAY AND HAVE A BETTER CHANCE,TO BE ENTERED INTO THE DRAWING.

ANNOUNCE THE WINNERS THE NEXT BUSINESS DAY. **WE DRAW EVERY DAY! SO KEEP AN EYE ON US!**

# VISUALS


OTEVŘI SI ADVENTNÍ
KALENDÁŘ OD VAŇKOVKY
A MŮŽEŠ ZÍSKAT KAŽDÝ DEN
ŠTĚDROU
VÝHRU!
POUZE V APLIKACI JSEM VAŇKOVKA!
16 11 17 20
1 9 3 21
4 5 6 15
7 8 2 10
22 12 13 14
18 19 23
24


DNEŠNÍ ŠTĚDRÁ VÝHRA
V ADVENTNÍM KALENDÁŘI
JSEM VAŇKOVKA!
15 SLUCHÁTKA AIRPODS
3. GENERACE OD ISTYLE
V HODNOTĚ 4 790 KČ

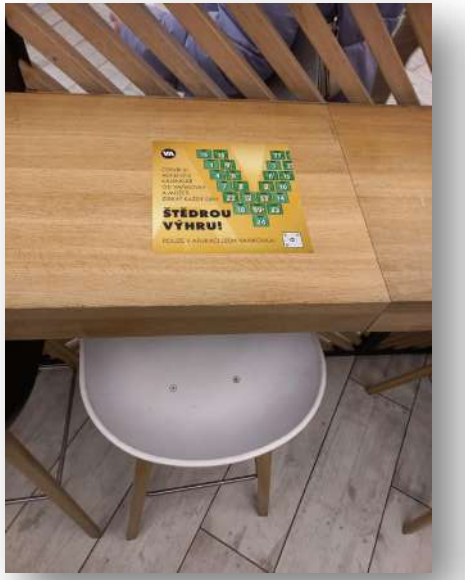

DNEŠNÍ ŠTĚDRÁ VÝHRA
V ADVENTNÍM KALENDÁŘI
JSEM VAŇKOVKA!
1 POUKAZ DO H&M
V HODNOTĚ 5 000 KČ


DNEŠNÍ ŠTĚDRÁ VÝHRA
V ADVENTNÍM KALENDÁŘI
JSEM VAŇKOVKA!
4 DÁRKOVÁ KARTA KFC
V HODNOTĚ 5 000 KČ


DNEŠNÍ ŠTĚDRÁ VÝHRA
V ADVENTNÍM KALENDÁŘI
JSEM VAŇKOVKA!
7 ADVENTNÍ KALENDÁŘ DOUGLAS
V HODNOTĚ 1 590 KČ A POUKAZ
DO VAŇKOVKY V HODNOTĚ 2 000 KČ

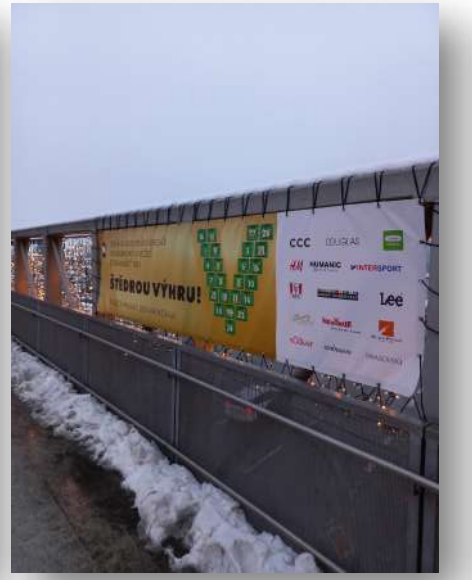
# INSTORE IMPLEMENTATION

## INSTORE VISUALS













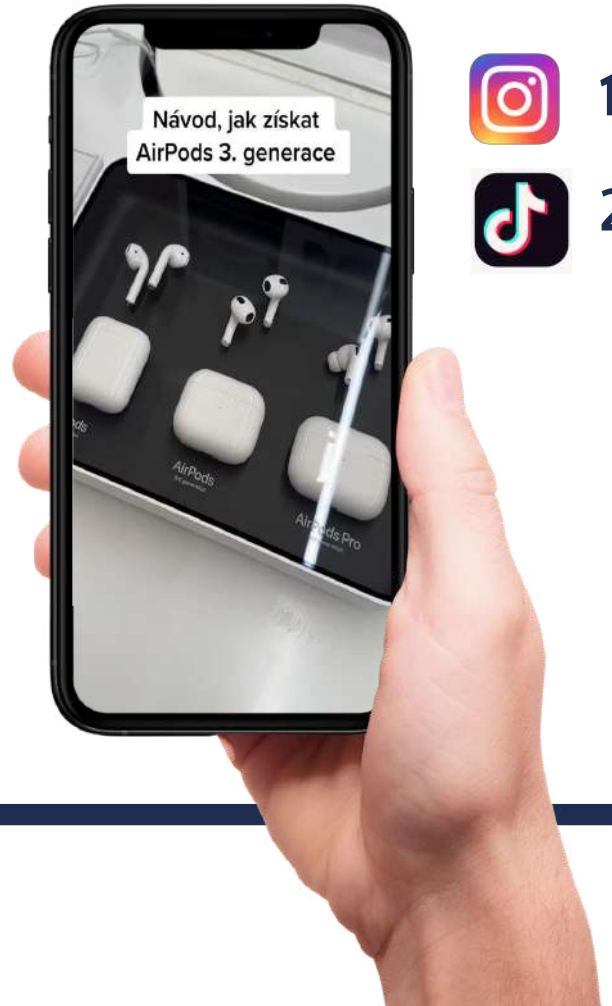



**STICKERS** | **STICKERS** | **BANNERS** | **POSTERS** | **ENTRANCES**

+ floor stickers / mero / flyers

# ONLINE IMPLEMENTATION

## TIKTOK AND IG VIDEO + ONLINE PROMO




**10K** views

**205K** views

Total reach
from both channels
**250K**

**GOOGLE ADS**
(BANNER PROMOTION)

**SEZNAM ADS**
(BANNER PROMOTION)

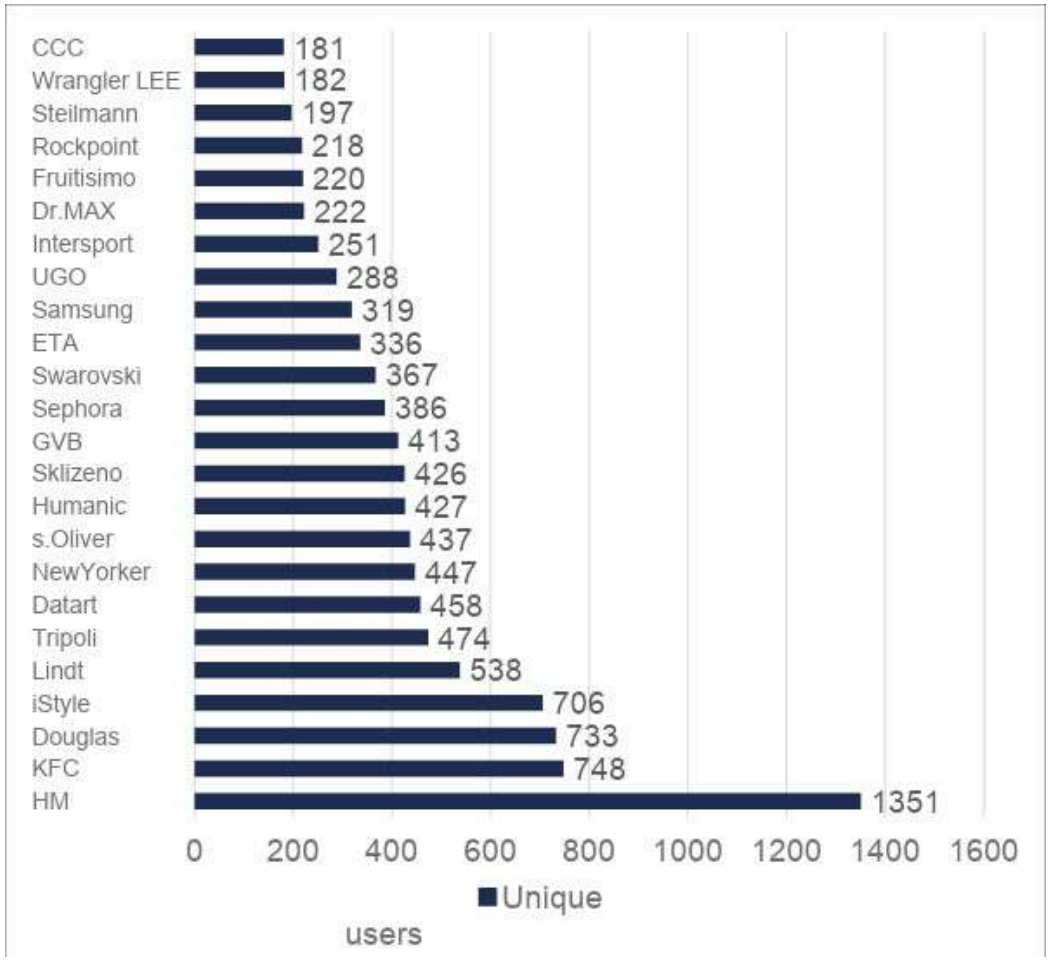
More than
**1,2K**
downloads via Google and Seznam.cz




**IG STORIES** (STATIC VISUAL)

**FB POST** (STATIC VISUAL)

# STATISTICS OF REWARDS



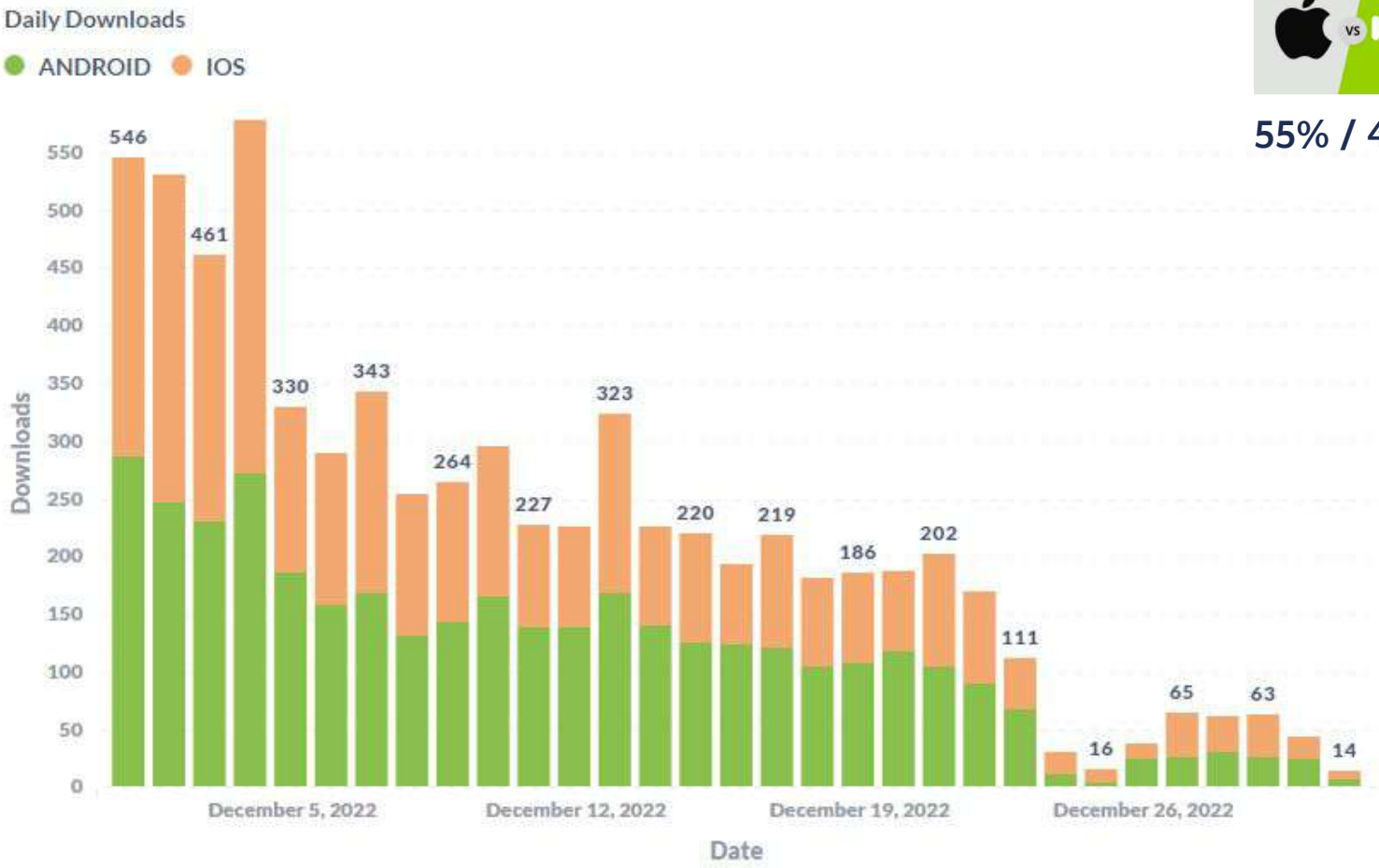

| DATE | TENANT | WIN | COST |
|---|---|---|---|
| 1. 12. | HM | VOUCHER | 5 000 Kč |
| 2. 12. | Tripoli | VOUCHER | 5 000 Kč |
| 3. 12. | Intersport | WOMEN´S SKI JACKET | 5 999 Kč |
| 4. 12. | KFC | VOUCHER | 5 000 Kč |
| 5. 12. | s.Oliver | VOUCHER | 3 000 Kč |
| 6. 12. | Lindt | CHRISTMAS CANDY PACK + VAŇKOVKA VOUCHER | 3 427 Kč |
| 7. 12. | Douglas | ADVENT CALENDER + VAŇKOVKA VOUCHER | 3 599 Kč |
| 8. 12. | Swarowski | NECKLACE SWAROWSKI LIFELONG | 2 450 Kč |
| 9. 12. | Datart | AUTOMATIC COFFEE MAKER | 6 300 Kč |
| 10. 12. | RockPoint | VOUCHER | 5 000 Kč |
| 11. 12. | CCC | HANDBAG | 3 600 Kč |
| 12. 12. | NewYorker | VOUCHER | 2 000 Kč |
| 13. 12. | Humanic | VOUCHER | 5 000 Kč |
| 14. 12. | Sklizeno | VOUCHER | 4 900 Kč |
| 15. 12. | iStyle | AIRPODS 3. GENERATION | 4 800 Kč |
| 16. 12. | Sephora | ADVENT CALENDAR | 3 900 Kč |
| 17. 12. | Wrangler LEE | VOUCHER | 5 000 Kč |
| 18. 12. | Frutisimo | VOUCHER | 5 000 Kč |
| 19. 12. | Samsung | HEADPHONES | 4 800 Kč |
| 20. 12. | ETA | ROBOTIC VACUUM CLEANER | 5 000 Kč |
| 21. 12. | UGO | VOUCHER | 4 000 Kč |
| 22. 12. | Dr. MAX | GIFT PACK + VOUCHER | 4 000 Kč |
| 23. 12. | Steilmann | MEN´S BAG + WOMEN´S HAT WITH SCARF | 7 600 Kč |
| 24. 12. | Vaňkovka | VOUCHER | 3 000 Kč |

**TOTAL AMOUNT 107.375 CZK 4.380 €**

# STATISTICS

**TOTAL DOWNLOADS 6.900**

**6.900**



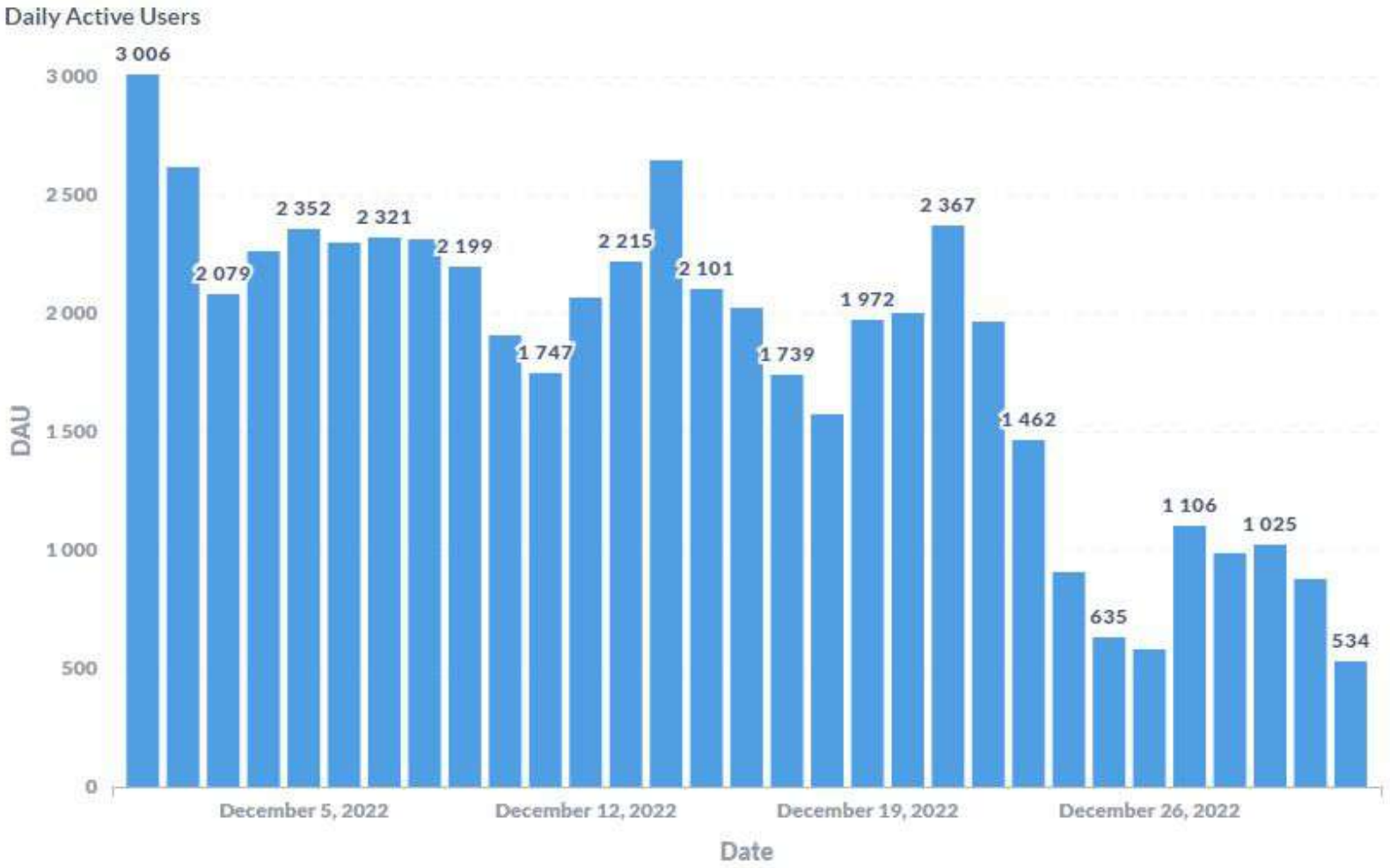



**55% / 45%**

# STATISTICS

**1.803**

AVERAGE DAILY NUMBER OF ACTIVE USERS



# JANUARY 2023

# ONGOING COMMUNICATION

## NO SPECIAL CAMPAIGN

**34K** views

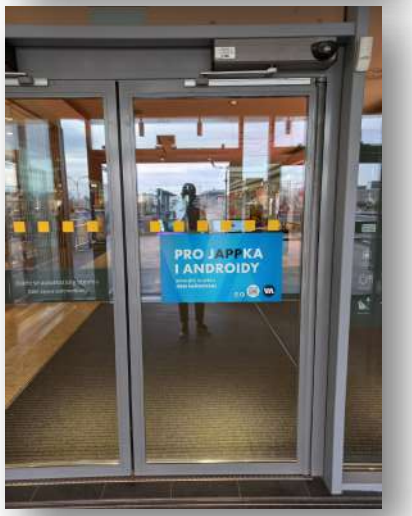
**84K** views

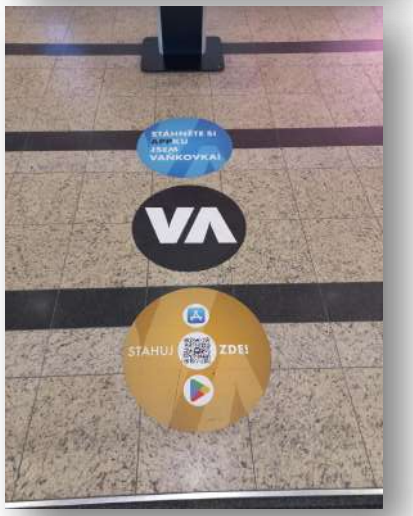








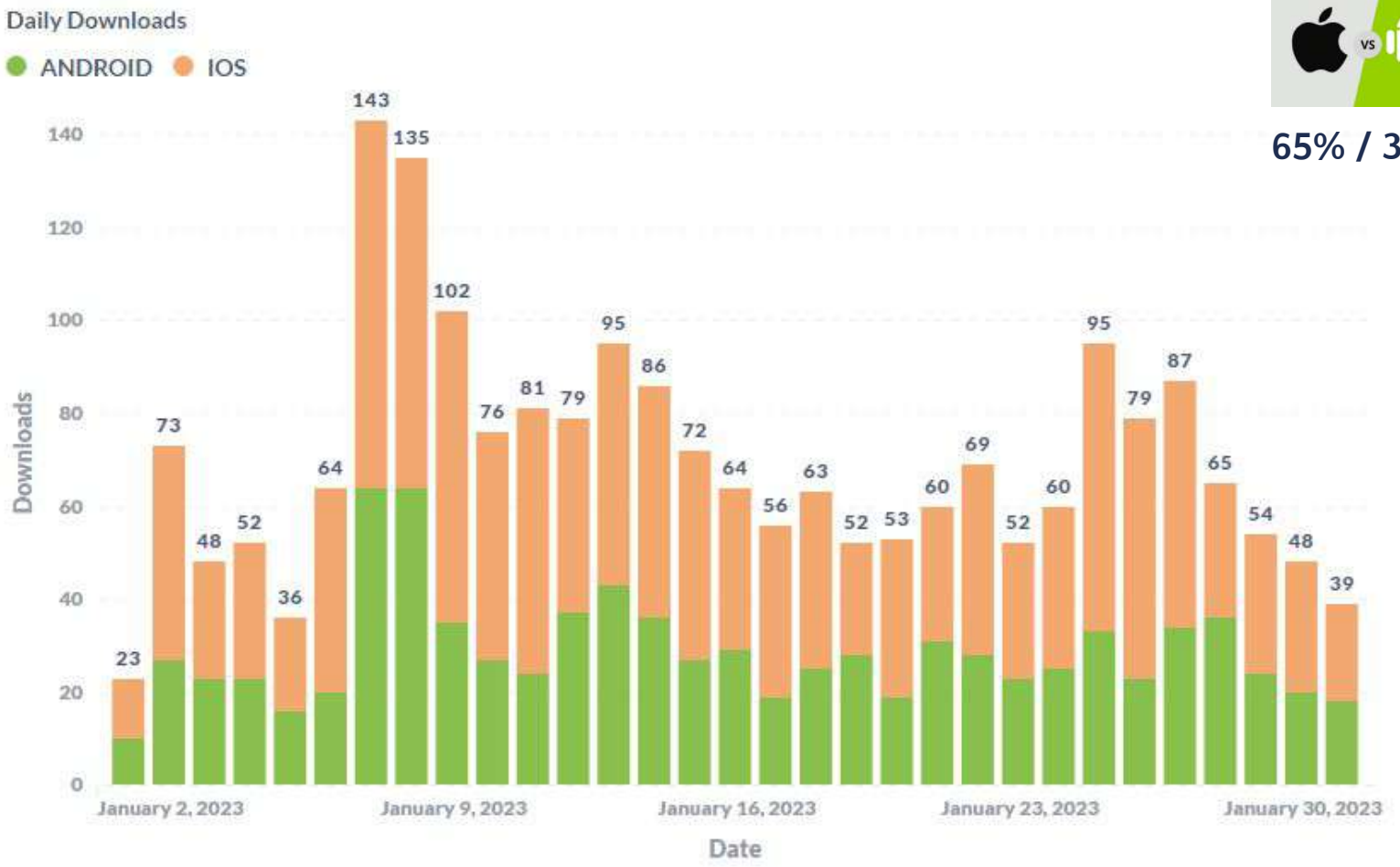




- STICKERS
- ELEVATORS
- FLYERS
- BANNERS
- POSTERS
- ENTRANCES

# STATISTICS

**TOTAL DOWNLOADS 2.200**

**2.200**





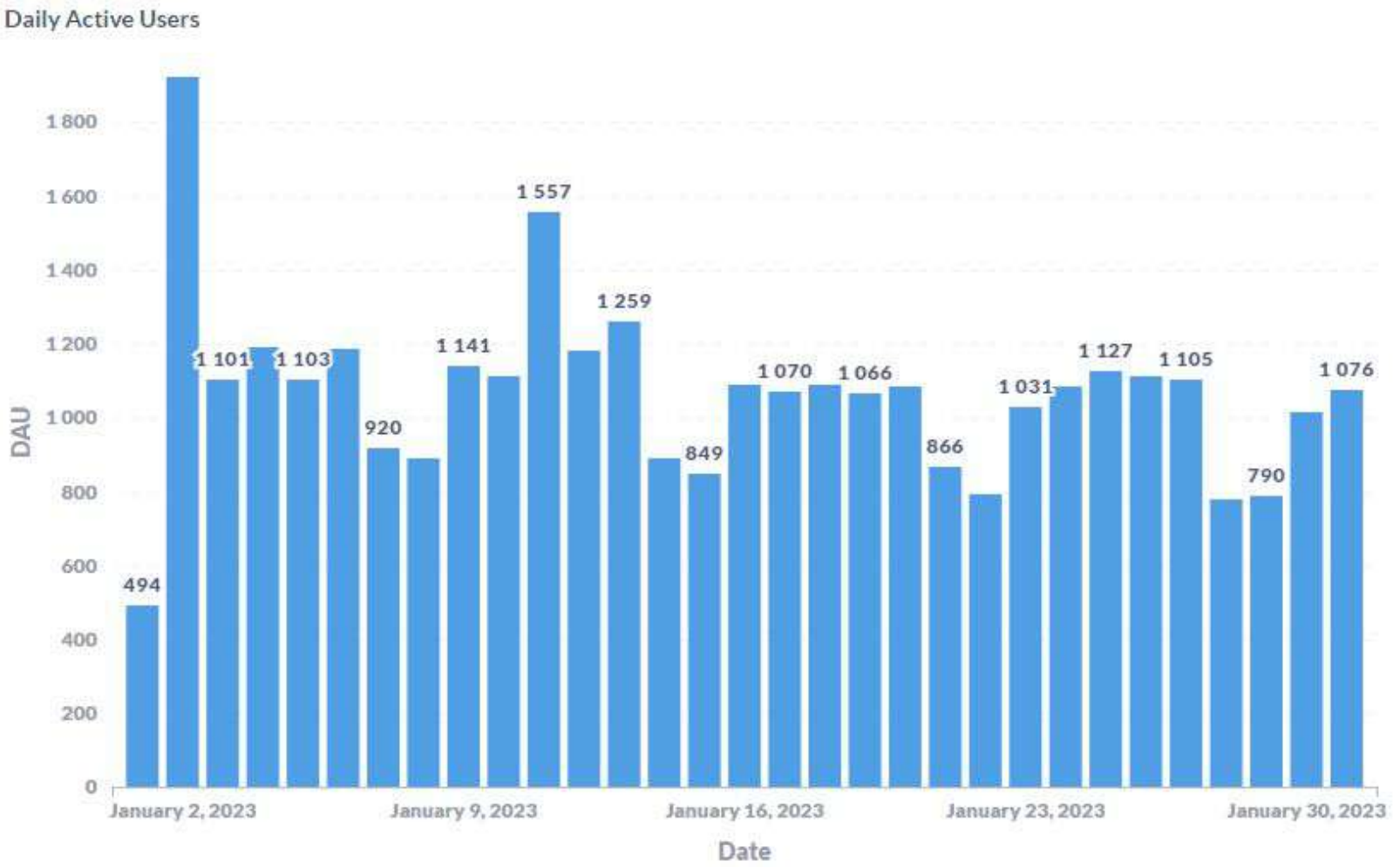


**65% / 35%**

# STATISTICS

**1.065**

AVERAGE DAILY NUMBER OF ACTIVE USERS



# MARCH 2023

# INSTORE IMPLEMENTATION

## PRINCIPLE OF COMMUNICATION




GET IT ON Google Play

Download on the App Store

DOWNLOAD OUR **APP!**

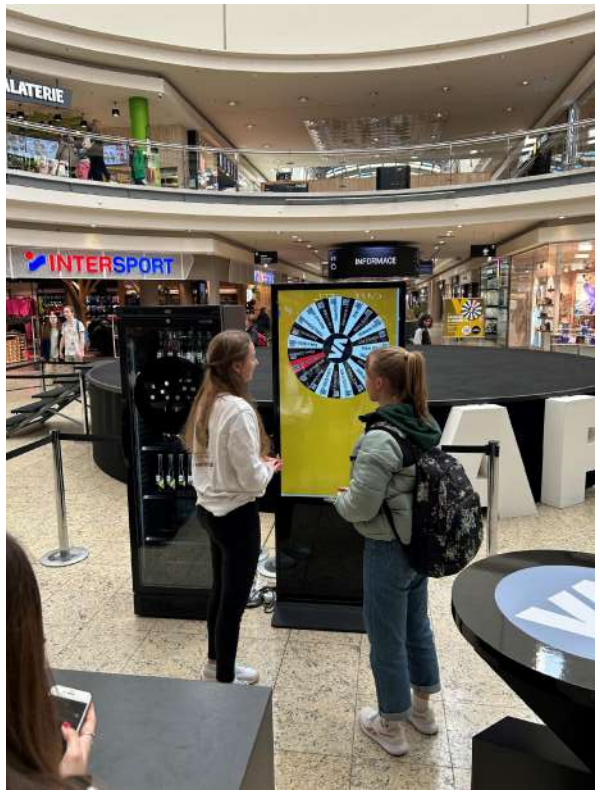
**SIGN UP, SPIN THE WHEEL IN SHOPPING CENTER AND WIN FREE COFFEE / LEMONADE / VOUCHER / DISCOUNTS.**

YOU NEED 5 POINTS TO CLAIM THE REWARD YOU WIN.

# INSTORE IMPLEMENTATION

## INSTORE VISUALS







ENTRANCES

+ mero

# ONLINE IMPLEMENTATION
## GOOGLE AND META PROMOTION




**GOOGLE ADS**
(BANNER PROMOTION)

Total reach
from Google
**330K**



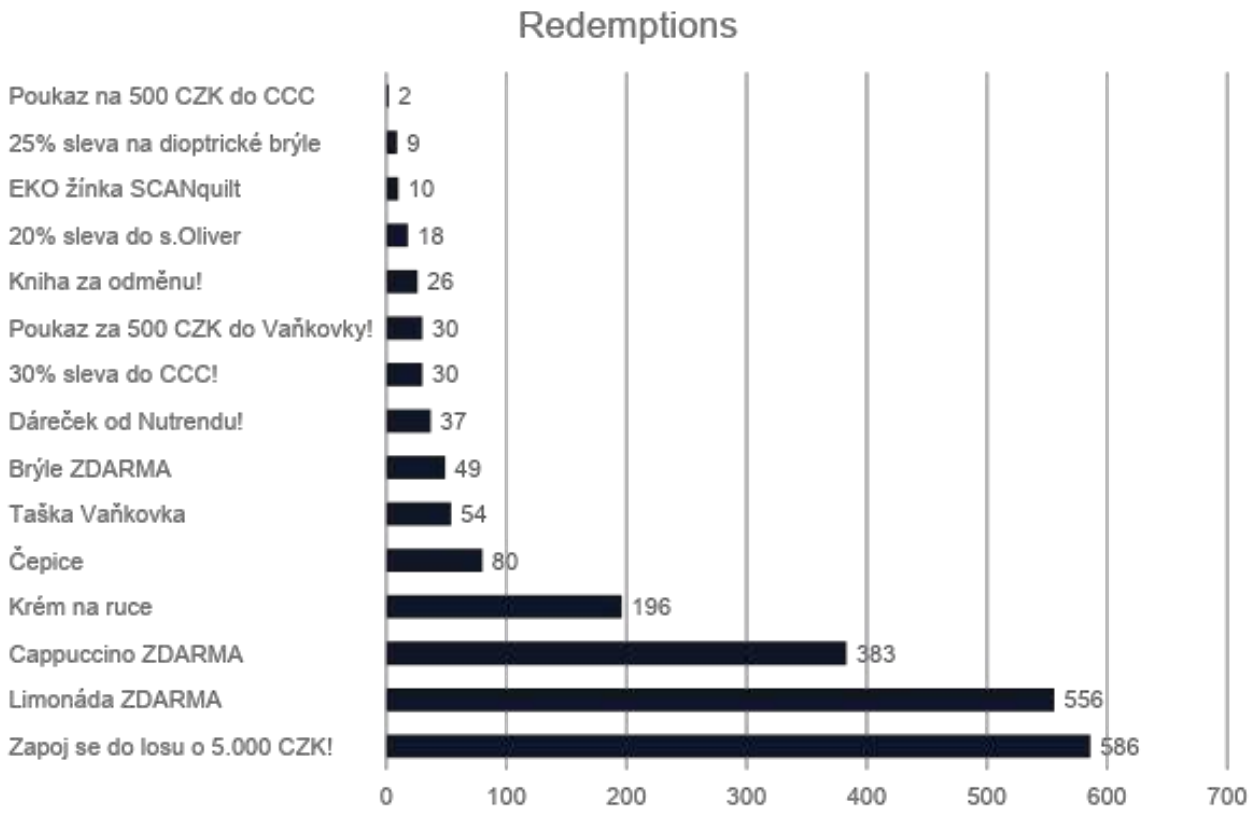

+

Total reach
from META
**400K**

**IG STORIES** (STATIC VISUAL)
**FB POST** (STATIC VISUAL)



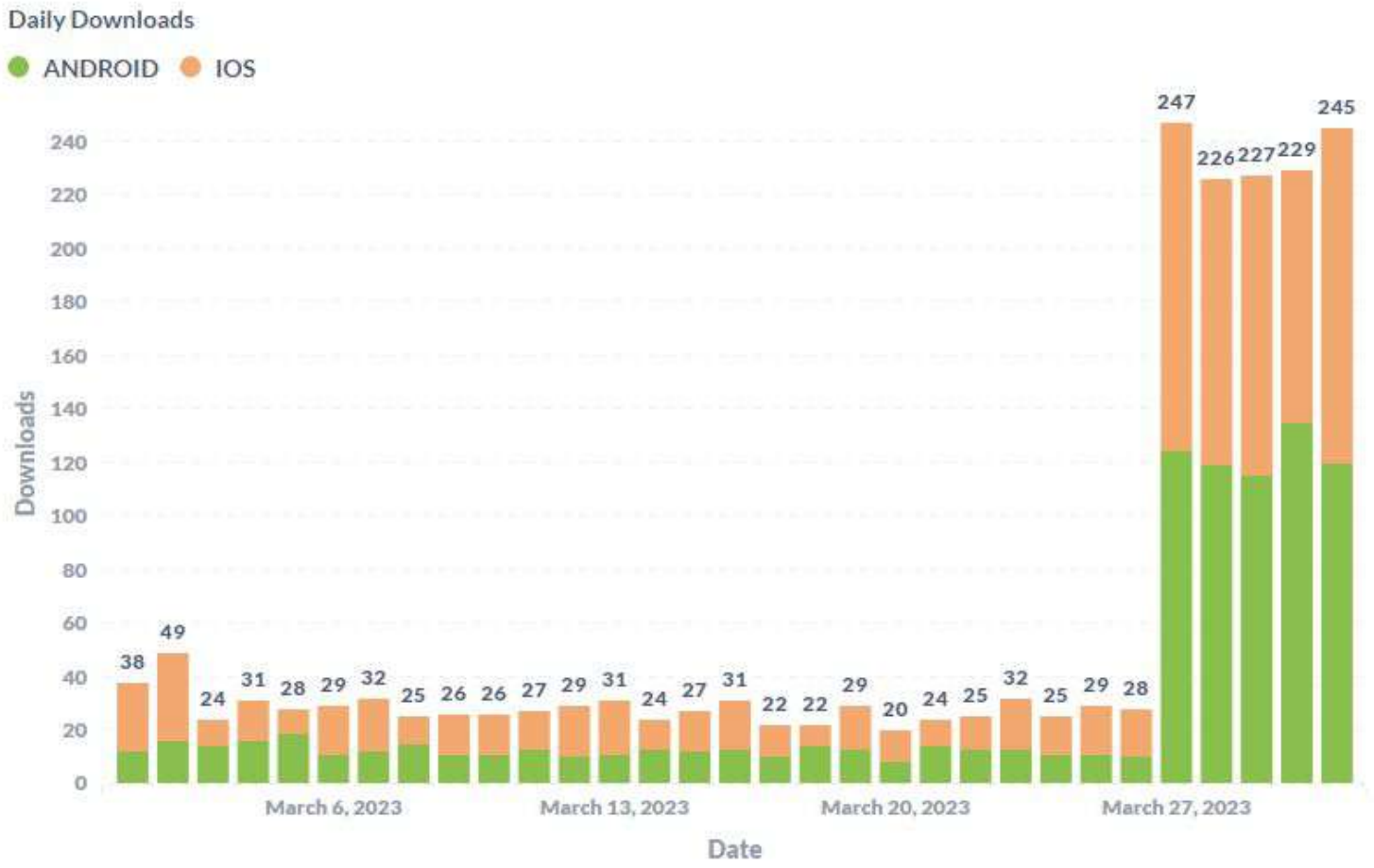
# STATISTICS OF REWARDS



# STATISTICS

**1.907**
DOWNLOADS

**1.500**
ACTIVE USERS / DAY







**45% / 55%**

# APRIL 2023

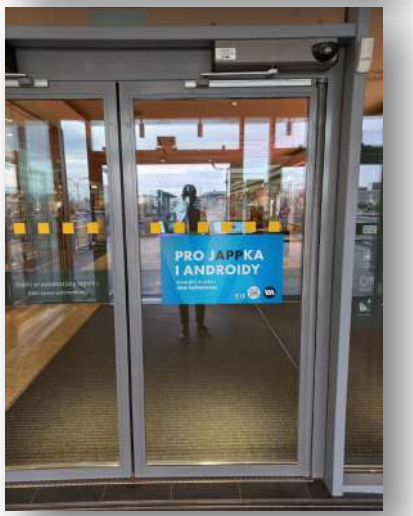
# ONGOING COMMUNICATION

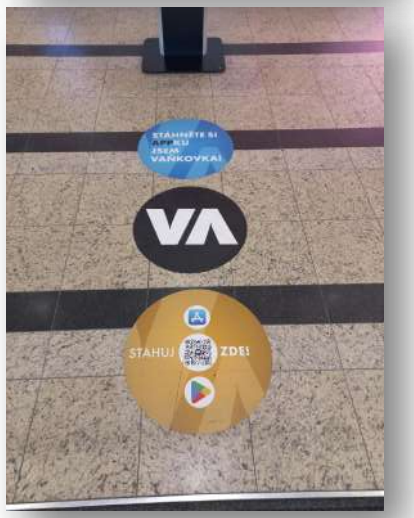
## NO SPECIAL CAMPAIGN







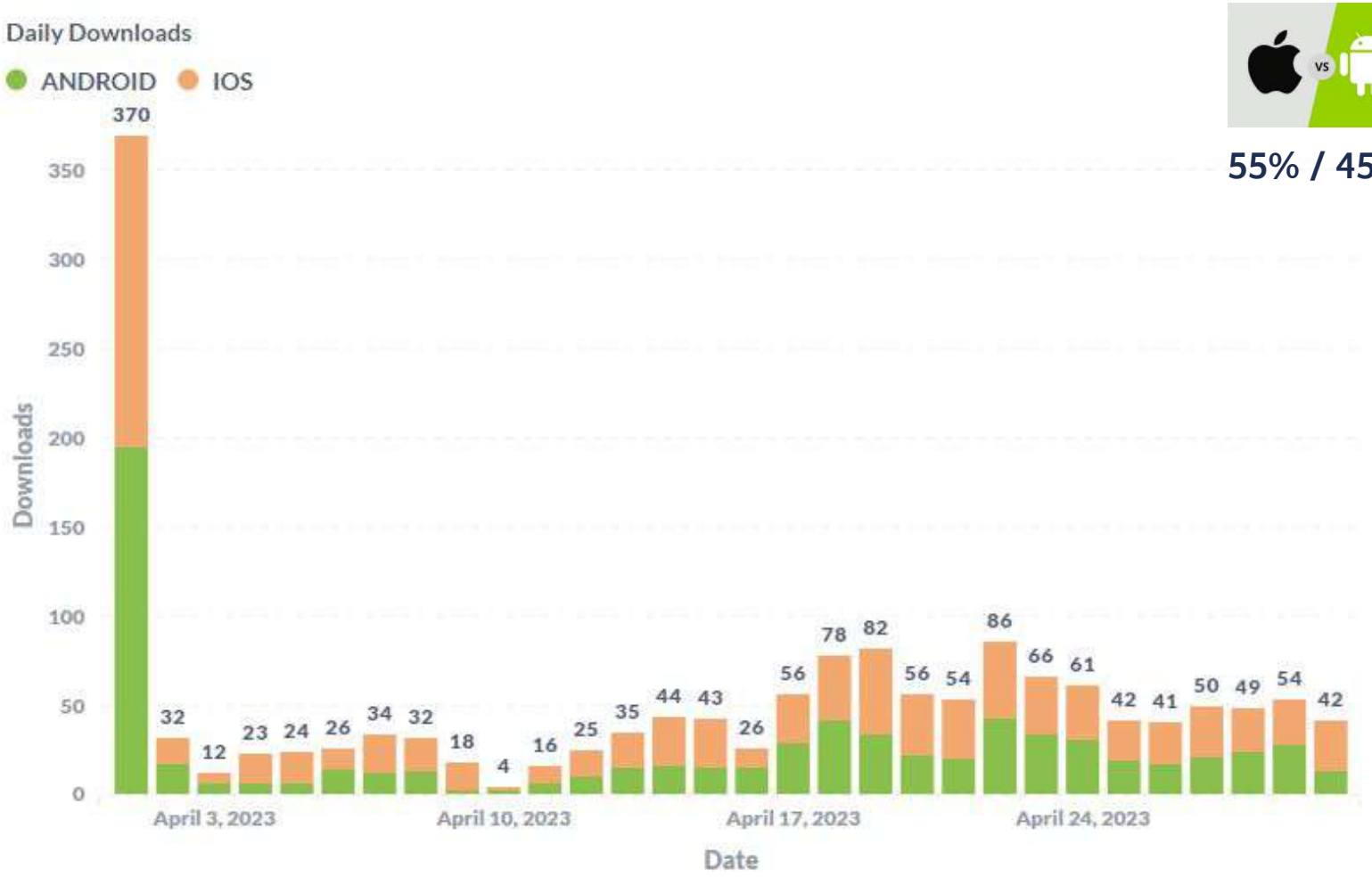



- STICKERS
- ELEVATORS
- FLYERS
- BANNERS
- POSTERS
- ENTRANCES

# STATISTICS

**1.581**
**DOWNLOADS**





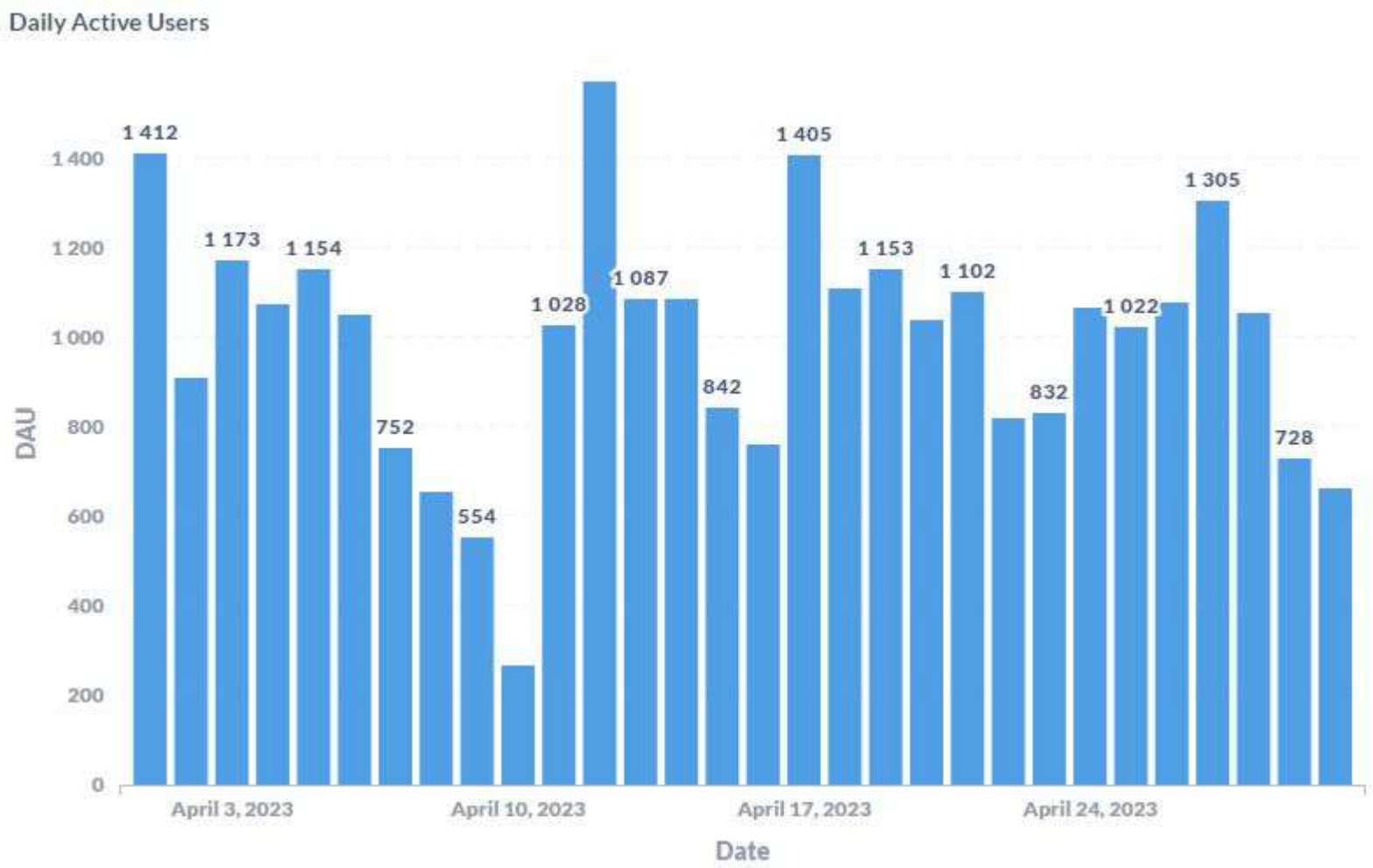


**55% / 45%**

# STATISTICS

**1.032**

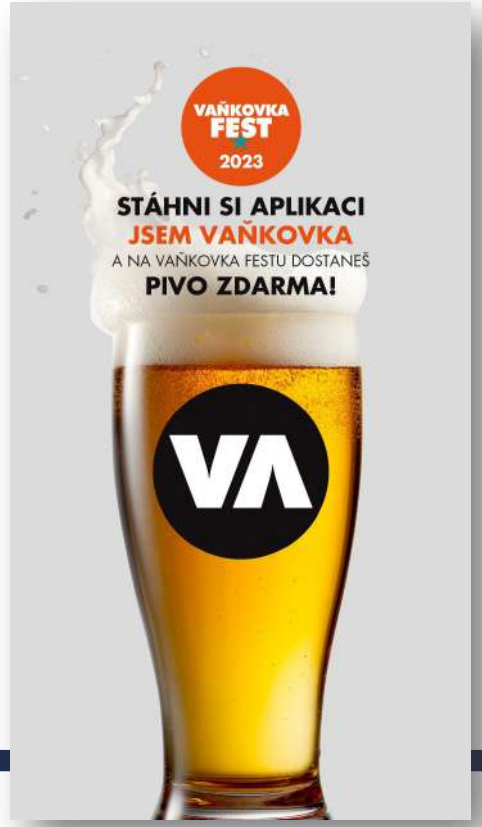
AVERAGE DAILY NUMBER OF ACTIVE USERS






# VANKOVKA FEST
21. 6.–30. 6. 2023

# INSTORE IMPLEMENTATION
## PRINCIPLE OF COMMUNICATION










GET IT ON Google Play

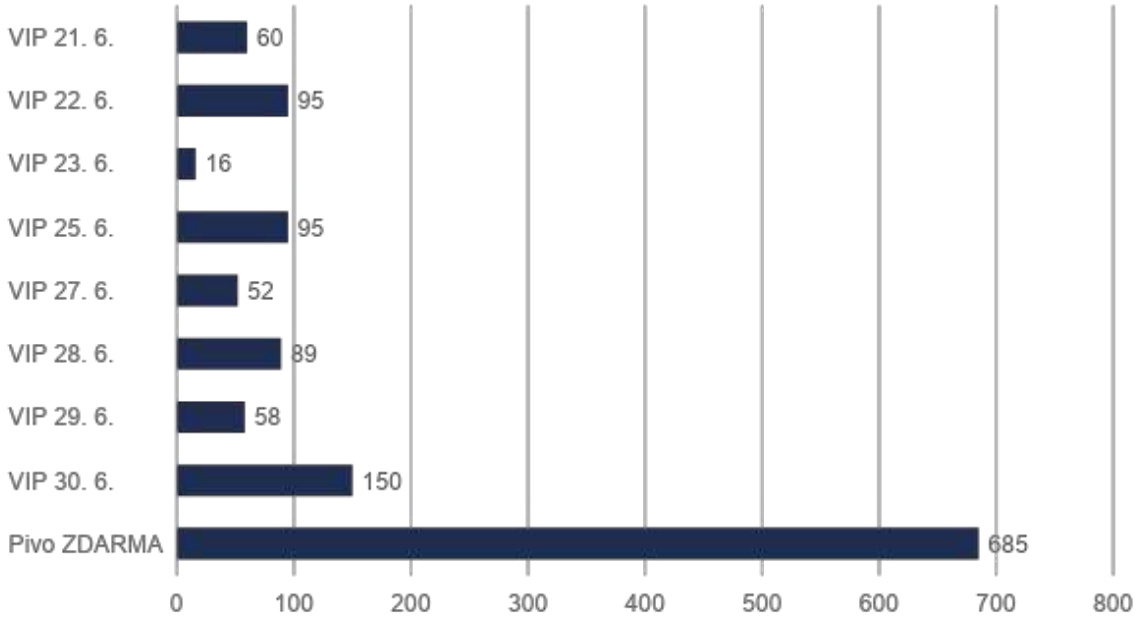
Download on the App Store

DOWNLOAD OUR **APP!**

**SIGN UP AND HAVE A BEER OR VIP ACCESS TO THE STAGE FOR FREE. ONLY WITH THE APP.**

YOU NEED 20 POINTS TO CLAIM THE REWARD „VIP ACCESSŮ AND 40 POINTS TO CLAIM „BEER“

# STATISTICS OF REWARDS



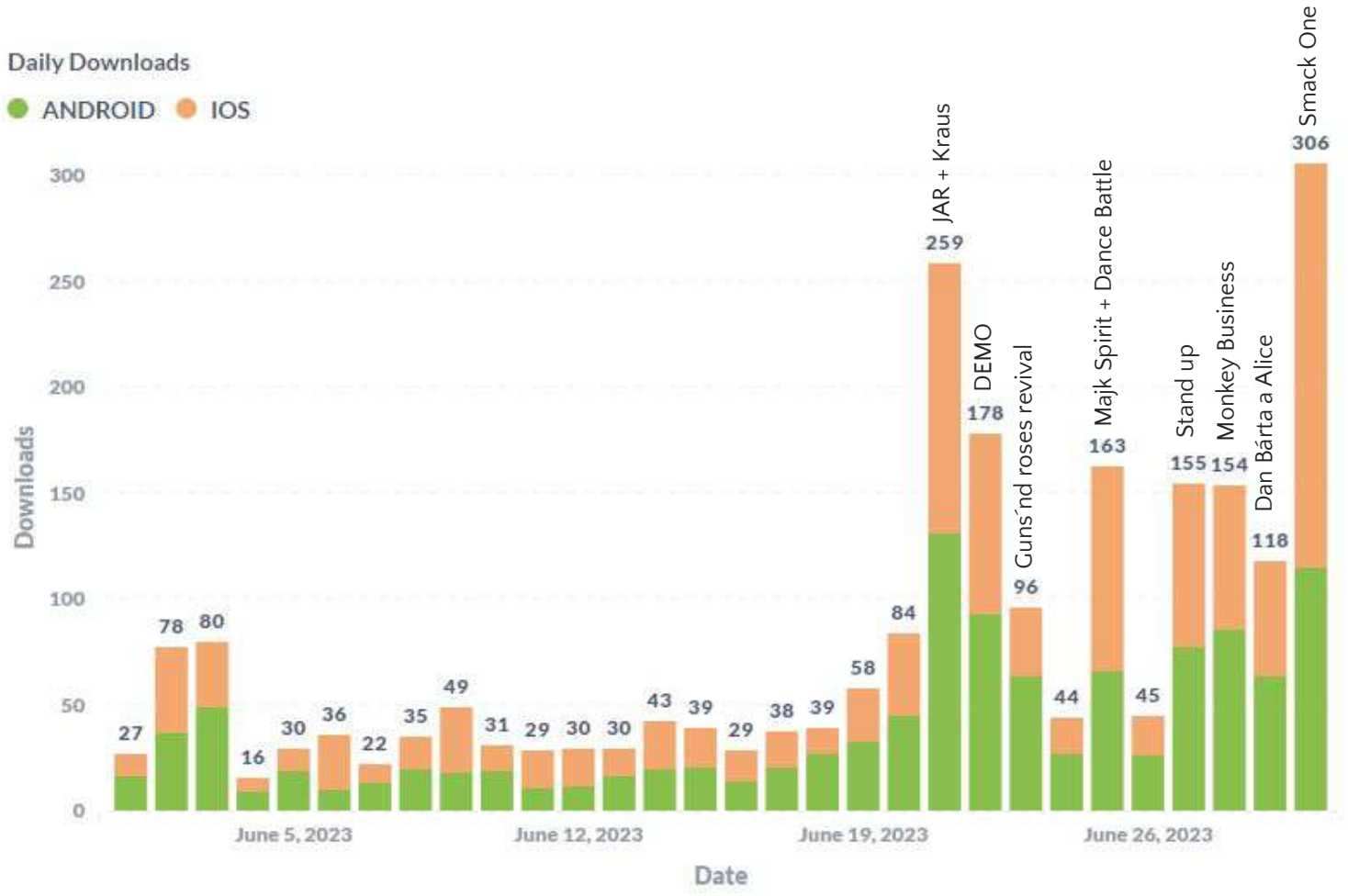
# STATISTICS

## 21. 6. – 30. 6.

**TOTAL DOWNLOADS 1.544**

**1.387**
**DOWNLOADS**

**1.175**
**ACTIVE USERS / DAY**





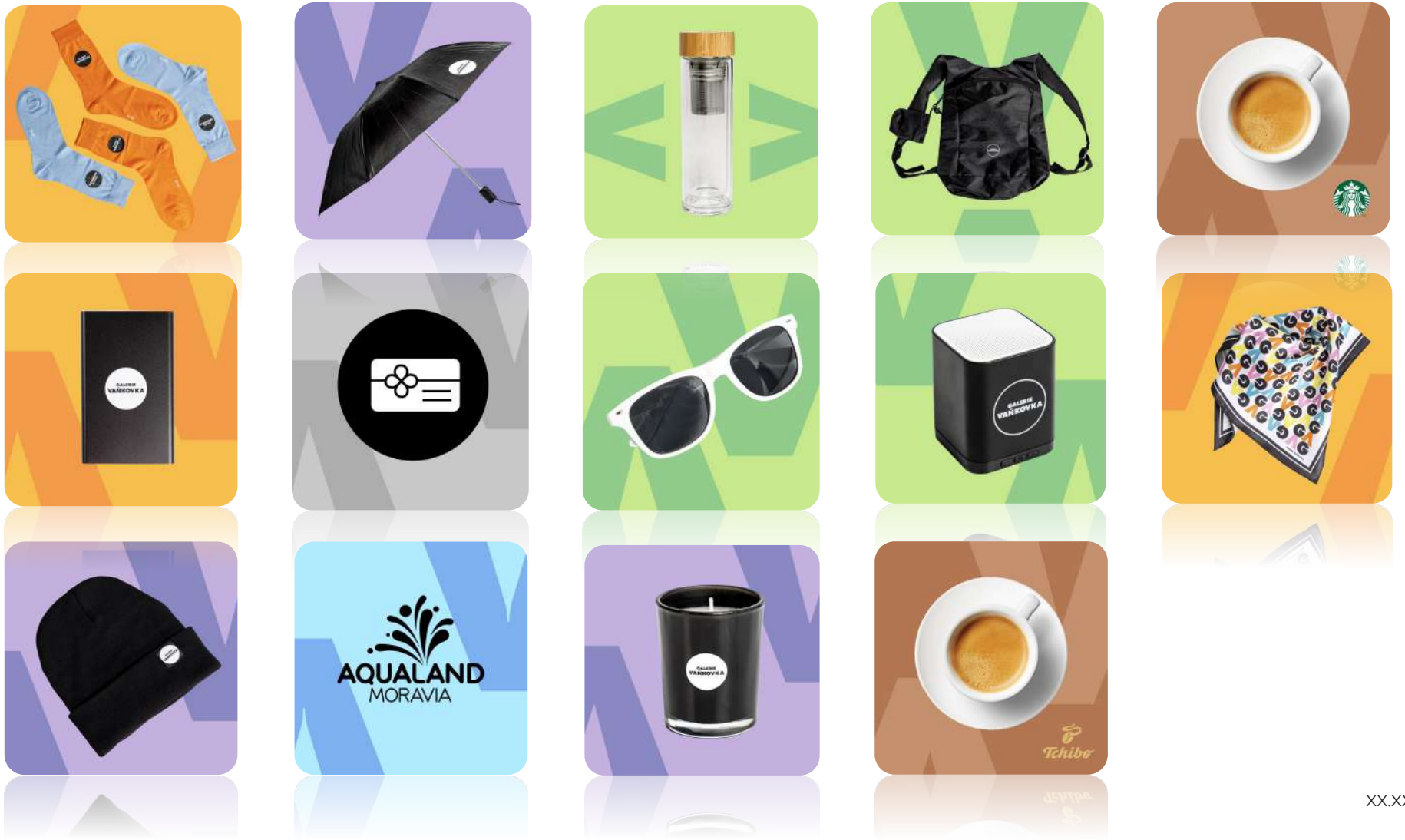


**50% / 50%**

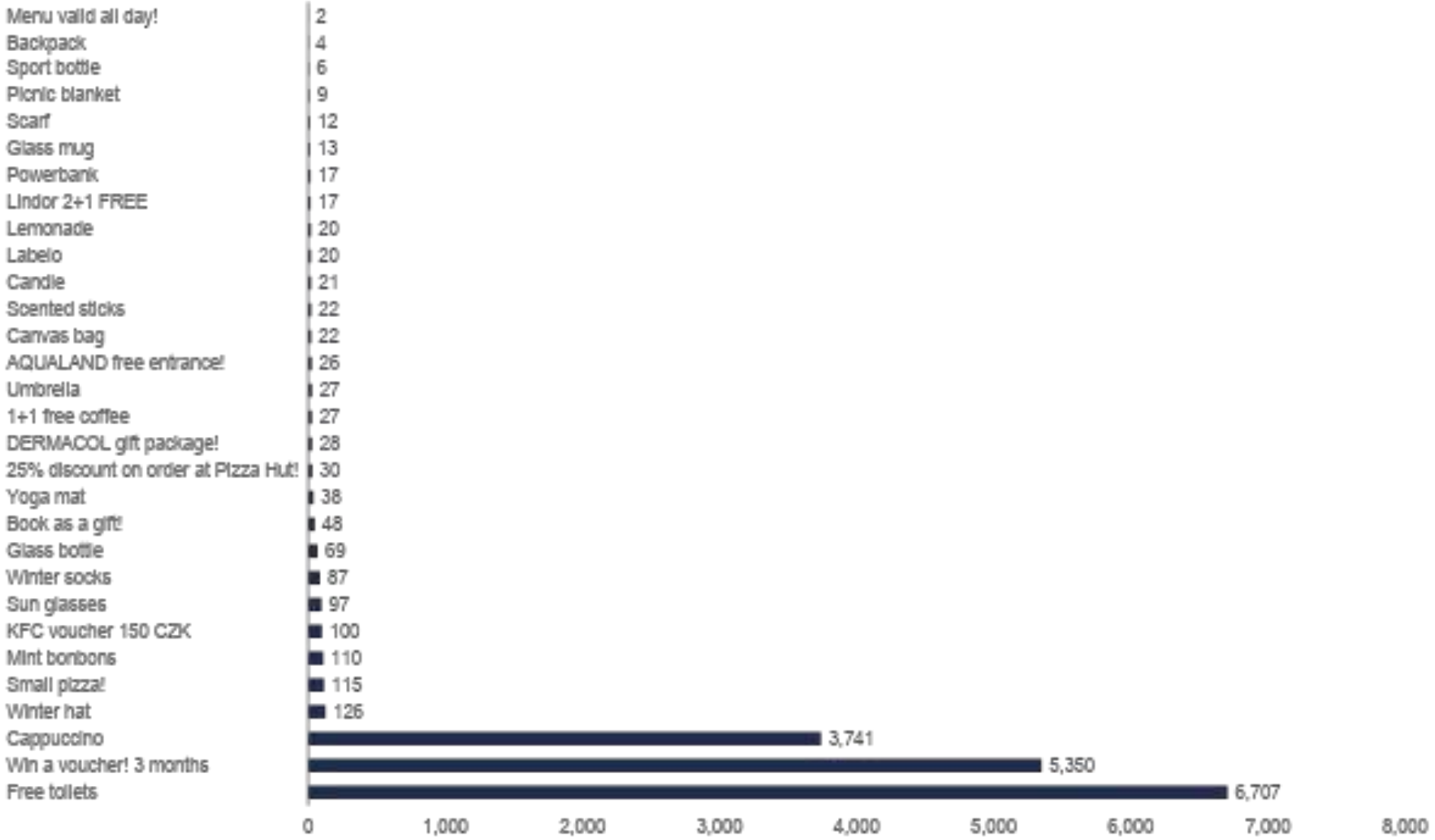
# REWARDS STATISTICS



# REWARDS



# REWARDS STATISTICS



# TOTAL


11:14
ZDARMA jedna odměna za registr...
Limonáda zdarma
0 bodů
Káva ve St...
0 bodů
Vítejte v aplikaci!

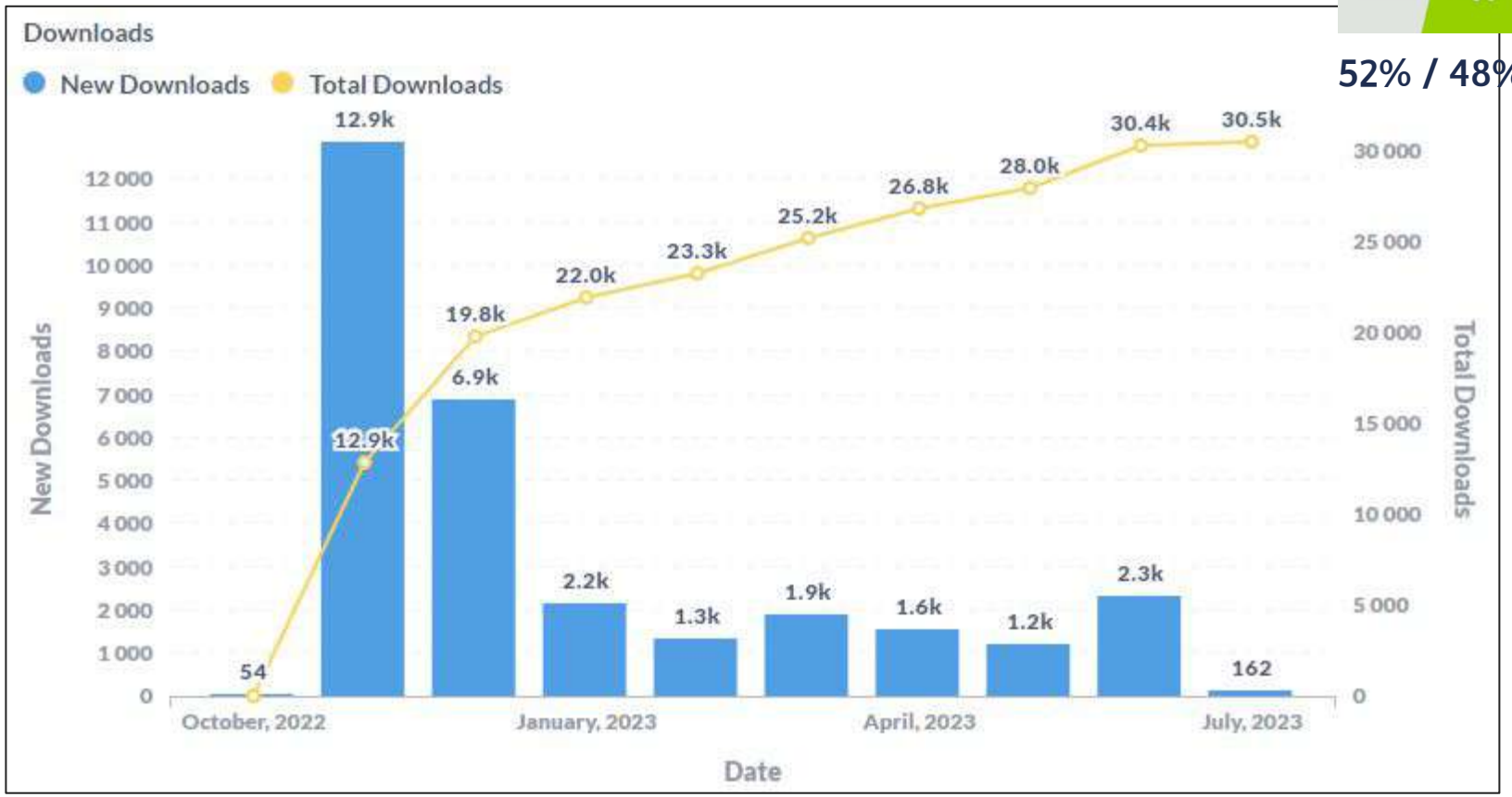
# STATISTICS

**30.500**

**DOWNLOADS**



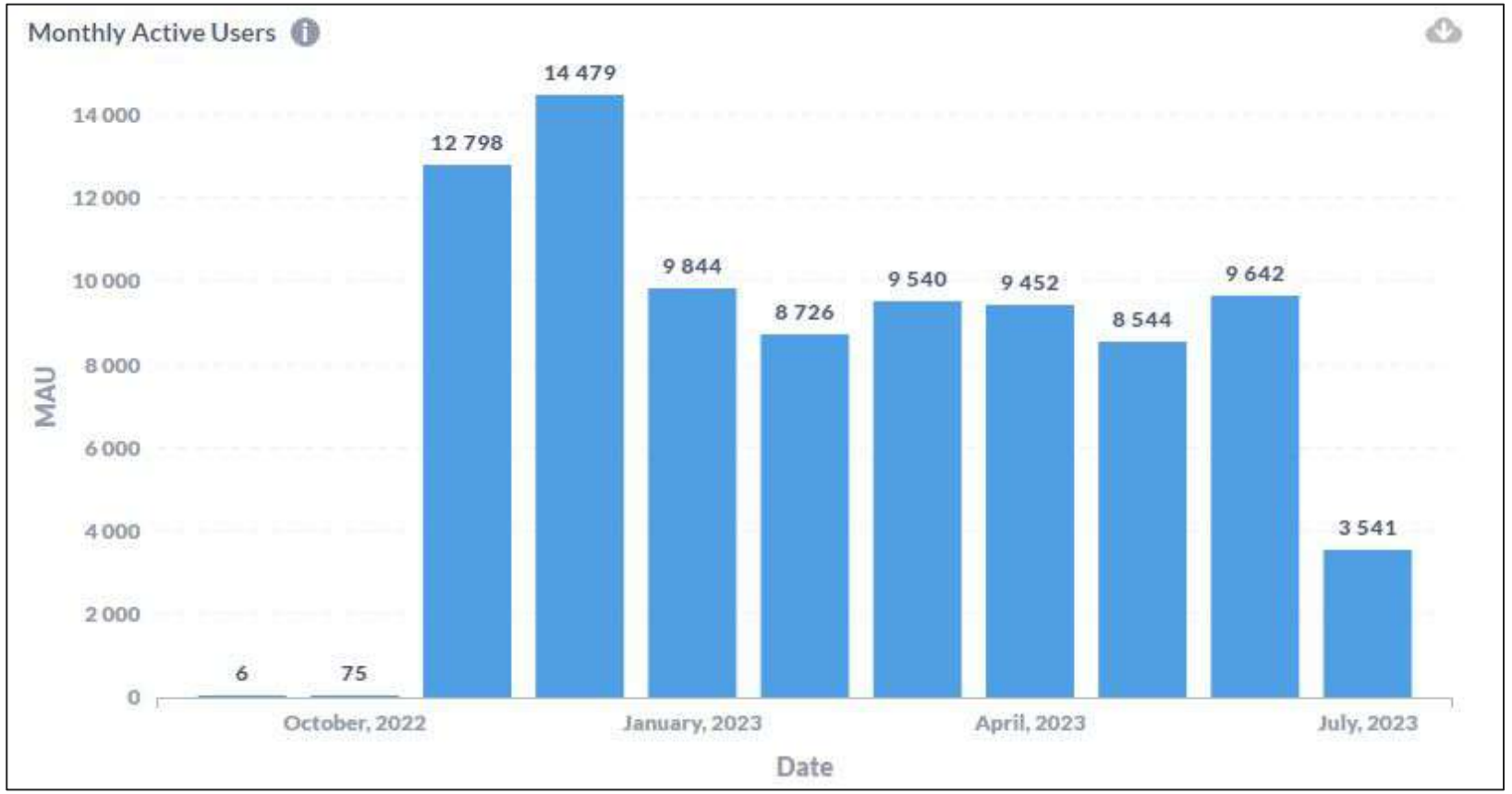
**52% / 48%**



# STATISTICS

**10.378**

AVERAGE MONTHLY NUMBER OF ACTIVE USERS




QUESTIONS?

# THANK YOU FOR YOUR ATTENTION ☺️

