

Source: fast.MAP	What kind of promotions influence you to remain faithful to a brand you buy regularly, rather than sample something new or change to a different brand which is being promoted in your local store	Please tick all the reward options which you feel would secure/ reward your loyalty in future
A one-off gift collection scheme e.g. "save tokens for a free book/ toy/ gadget/mug"	24%	22%
An ongoing token collection scheme with a variety of gifts on offer	28%	32%
An on or in-pack coupon for money-off your next purchase	53%	49%
The item presented in a branded, re-useable home-storage tin or container for a limited period at no extra cost	30%	29%
Small collectables in pack e.g. card/ coin/ figure sets of sportspeople, wild animals etc.;	15%	10%
A donation made to charity with each purchase	27%	28%
A school/ charity token collection scheme, to enable you to contribute towards a bigger socially-motivated project	36%	30%
Prizewinning tickets e.g. for holidays, randomly distributed in-pack	18%	25%
Save tokens for a free treat/ event e.g. swimming session	19%	18%
Save tokens for a special deal e.g. two-for-price-of-one meal deals; free wine with meal for two etc	33%	32%
None of the above	24%	25%

# Glittering prizes buy loyalty

EXCLUSIVE RESEARCH FOR SALES PROMOTION MAGAZINE REVEALS THAT GIVING PEOPLE MONEY OFF NEXT TIME RETAINS LOYALTY

If brand owners want consumers to keep buying their products in the future, then offering them the chance to win something like a holiday with every purchase could be a winner, exclusive new research for Sales Promotion reveals.

More than 1,000 consumers were asked what promotional offers had kept them loyal to a brand in the past, and what offers would induce them to stay loyal in the future. While 18% of the panel said that prize-winning tickets randomly placed in packs had encouraged them to stay loyal in the past, a significantly higher percentage – 25% – said that such potential prizes would keep them loyal in the future.

## Money talks

But the biggest incentive to stay loyal remains the classic 'money off next purchase' (MONP) promotion. Just over half of shoppers said that an on- or in-pack MONP promotion has prompted them to remain faithful to a brand when they were tempted to sample something new or different.

And almost as many think an MONP offer will have a similar effect in future, according to the study, commissioned by Sales Promotion and carried out in March by online research company fast.MAP.

"As well as the obvious findings, these results reveal an underlying trend – that shoppers are not quite as immune to loyalty promotions as they imagine themselves to be," says David Cole, MD of fast.MAP.

When asked what sort of promotion works best at convincing them to carry on buying their usual brand, 53% of the fast.MAP panel of 1,250 adults (whose demographics echo those of the UK) say that the promise of

money off when they buy the brand again has worked best at cementing their loyalty in the past. Slightly fewer – 49% – feel a similar promotion would have the same effect in the future.

A MONP promotion of this type is the most popular loyalty-retaining mechanic across all age groups.

A school or charity token collection scheme which enables people to make contributions towards a bigger, socially-motivated project turns out to have been the second most effective mechanic for retaining loyalty – but the likelihood that it will work again in the future was significantly lower.

Such cause-related token collection schemes were cited as a reason to stay loyal to their favourite brand by 36% of the survey; however, only three out of ten think they will use it next time round. This type of promotion is favoured especially by those aged 35 and over.

Cause-related promotions in general seem to work quite well in keeping consumers loyal. Making a donation to charity for every purchase has worked in the past for 27% of consumers, and is likely to deliver similar results in the future, with 28% saying they would stay loyal for such a promotion.

A third (33%) of consumers in the survey say they have previously saved tokens for a special deal (such as two-for-the-price-of-one meal deals or free wine with meal for two). Almost exactly the same percentage (32%) anticipate that they would be tempted by this kind of offer in future.

Three out of ten (30%) have been deterred from switching brands in the past by the offer of a limited-edition branded, re-useable home storage tin or container at no extra cost. This

kind of promotion looks likely to work well in the future as well, with 29% saying it would keep them loyal.

Ongoing token collection schemes offering a range of gifts have worked for 28% of the respondents to the survey in the past. But it seems that such a mechanic appeals even more to the recession-era consumer, with 32% claiming it would retain their loyalty in the future.

Token-collecting schemes with a one-off gift have worked for just under a quarter of consumers (24%) in the past, with 22% saying they are likely to respond well in the future.

The least successful sales promotion mechanics at retaining loyalty are token save schemes for treats or events (such as swimming lessons) on 19%, prize-winning tickets randomly distributed in-pack (18%) and small collectables in-pack (such as coins, figurines etc) on 15%.

Schemes that offer token-save for treats are likely to work as well in the future, with 18% saying they will keep them loyal going forward. However, putting small collectables in-pack appears to have little appeal in the recession, with only 10% of respondents saying they would stay loyal to a brand to get such items.

On the other hand, the possibility of there being prize-winning tickets in-pack seems to have a significantly increased appeal in the current economic times, with 25% saying they would stick with their usual brand rather than switch for the chance to win a holiday or a car.

There is a hard core of consumers – 24% – who say that no promotional mechanic has convinced to stay loyal to brands in the past, while just slightly more – 25% – say that no offers would encourage them to be loyal in the future.