

Membership Rewards – A Case Study

One of the largest and longest established unions wanted to add value to its membership programme by adding a relevant shopping and lifestyle discount programme that would appeal to its disparate member base.

To ensure success in an increasingly competitive environment, it was also crucial that the reward programme had a strong brand image to secure the loyalty of its members.

Countdown created, designed, implemented and continues to run a bespoke programme for almost 300,000 members and has done so for over ten years. Countdown has worked with the union to create an integrated campaign which encompasses not only dual branded membership cards, discount guides and website but also Countdown account managers create unique promotions throughout the year and also attend conferences to promote the benefits available.

Such has been the success of this partnership that unusually, Countdown is considered as part of the fabric of this union, constantly endeavouring to enhance its service to them and to work with them to not only maintain member loyalty but drive new memberships through new and relevant offers.