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# A Trend Report on Loyalty Programs for Luxury Marketers

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## Luxury Consumers' Membership In Loyalty Programs

- The role of loyalty programs in luxury consumers' lifestyles
- Who Joins a Loyalty Program?
- Does Age Make a Difference?
- The real difference: Income Levels
- Programs' Impact on Brand Choices
- Programs' Impact on Spending: Overall
- Programs' Impact on Spending: Age
- The Big Take-Away

## A Look at Luxury Loyalty Programs

- How to structure a luxury loyalty program
- Brand Loyalty vs. Brand Lust
- Two Car Ads – Two Different Approaches
- What Is a Loyalty Program?
- How Loyalty Programs Are Delivered
- Loyalty Programs: Whose Got Them?
- Keys to Success of Loyalty Programs
- Expected Goals Loyalty Program
- Pitfalls to Success of Loyalty Program

## Best Practices in Loyalty Programs for Luxury Marketers

- Best Practices: Set Achievable Goals
- Best Practices: Design Program to Achieve Goals
- Best Practices: What Do You Reward?
- Best Practices: Measure Results
- Best Practices: Deliver Consistently

## Learn from the Best: Best Practices Examples

- American Express Platinum Rewards
- Neiman Marcus INCircle
- STARWOODS

## Final Thoughts