

LOYALTY CAMPAIGN JANUARY 2014

Hallmark Cards PLC
Bingley Road, Heaton,
Bradford, BD9 6SD

Customer Services
0800 902 0900



LOYALTY REFRESH SPRING 2014

In response to your feedback and to build on the success of the existing loyalty offer, we've produced a refreshed loyalty package with fresh new imagery and promotional elements.

This is now FREE OF CHARGE to Gold Crown customers and can be ordered from customer services on 0800 9020 9000.

LOYALTY CARD - 10TH CARD FREE

LOYALTY POS KIT
SKU CODE 11443798

This kit contains the following elements:



A5 Strutt Card x1 per kit



Bus Stop x20 per kit



A3 Window Decal x1 per kit

LOYALTY CARD KIT
SKU CODE 11443819

This kit contains the following elements:



Self Inking Crown Stamper x1 per kit



Card Dispenser x1 per kit



Loyalty Cards x1000 per kit

LOYALTY - WHY IS IT IMPORTANT?

- 1 Loyal customers are more likely to purchase more items and more frequently**
It's easier to up-sell and cross-sell to loyal customers.
- 2 Loyal customers are more likely to share their positive experiences and make recommendation of a business to their friends**
Loyal customers provide free, word of mouth marketing support help build businesses locally.
- 3 Customer loyalty helps protect your business from price competition**
It takes more than reducing prices to lure your loyal customers away

LOYALTY CARD - 6TH CARD FREE

LOYALTY POS KIT
SKU CODE 11443780

This kit contains the following elements:



A5 Strutt Card x1 per kit



Bus Stop x20 per kit



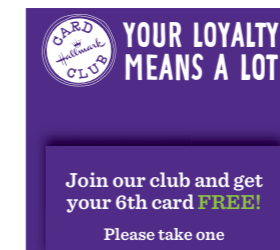
A3 Window Decal x1 per kit

LOYALTY CARD KIT
SKU CODE 11443801

This kit contains the following elements:



Self Inking Crown Stamper x1 per kit



Card Dispenser x1 per kit



Loyalty Cards x1000 per kit