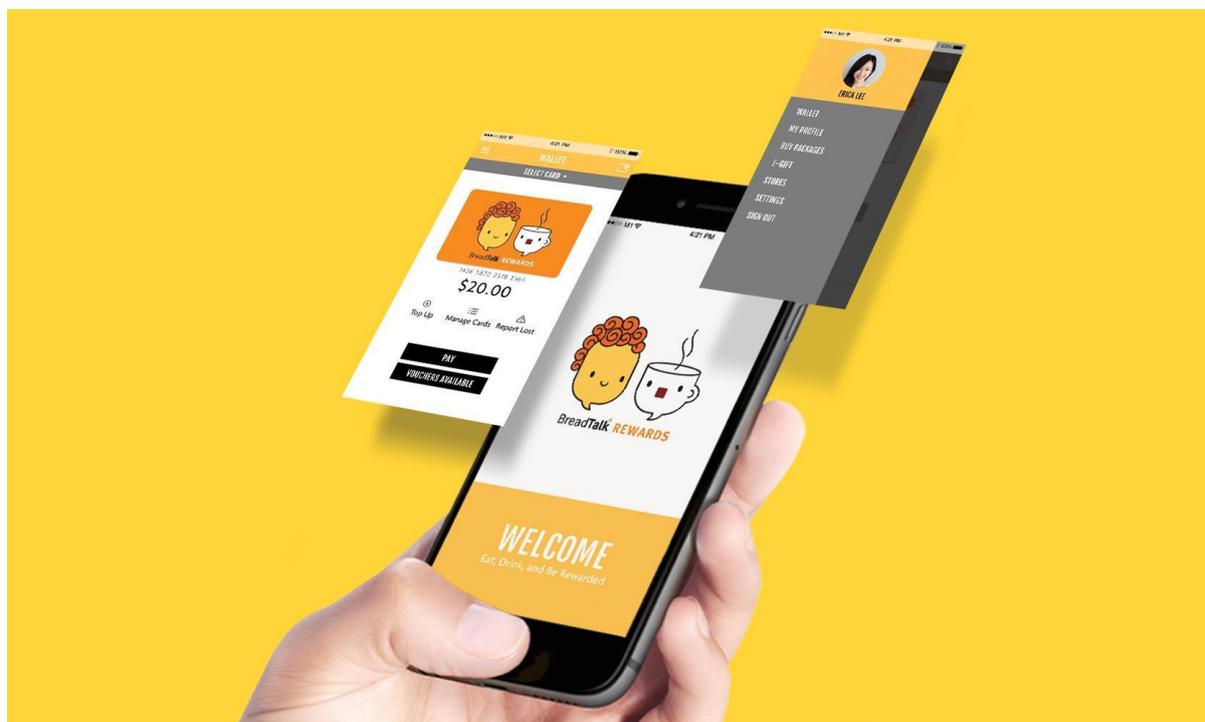


## A SUCCESSFUL LOYALTY PROGRAM WITH ASCENTIS: BREADTALK REWARDS CELEBRATES ITS FIRST ANNIVERSARY



December 2018 marks the first anniversary of the BreadTalk Rewards program for BreadTalk & Toast Box. The home-grown brands first appointed Ascentis as the key agency for its loyalty rewards program, BreadTalk Rewards, and launched the project in December 2017.

2 A year on, the partnership has resulted in strong results, with more than 130,000 consumers on board the program, and continued growth every month. BreadTalk and Toast Box have also seen increased sales from the new loyalty program and received feedback on improved customer experiences in more than 100 local outlets that have implemented the program.

### About BreadTalk Rewards

3 In planning the new loyalty program for BreadTalk and Toast Box, Ascentis focused on developing a seamless CRM system, providing a mobile app, members' portal, cashless stored value card (with an option of digital or physical cards, or both), e-vouchers, and a closed loop integration with the brands' point-of-sales system.

4 These features are a large part of Ascentis' work in digitising local companies, having contributed actively to the digital economy and Singapore's move towards a Smart Nation. Ascentis' home-grown technology powers many of the local brands today, and this experience synergised well with BreadTalk and Toast Box's customer-centric approach for the program.

5 With these features and benefits in place thanks to the partnership and expertise of Ascentis and BreadTalk, the BreadTalk Rewards program delivers an integrated online-to-offline shopping experience.



## **Moving forward**

6 BreadTalk will be continuing its consumer-focused loyalty marketing approach with new updates and campaigns. The program has recently introduced a stored value top-up campaign as part of its first anniversary celebrations. Consumers who top-up at least \$50 into their BreadTalk Rewards wallets from now till 31 December 2018 will receive additional value in the form of e-vouchers. An e-gifting feature will also be introduced soon to coincide with the upcoming festive Christmas season. For full campaign details and terms and conditions, consumers can visit [www.breadtalkrewards.com](http://www.breadtalkrewards.com).

## **A successful year together**

7 “BreadTalk Rewards loyalty program was developed as our strategic efforts to deliver value and convenience to our customers. In tandem with Singapore’s move towards a Smart Nation, we wanted to present these benefits to our customers through the use of technology and a thoughtfully-designed program. Therefore, this rewards program offers our customers ‘Value’ in the form of savings and ‘Convenience’ via our e-wallet on the mobile app or dedicated web portal, and customers can enjoy both benefits in convenient, cashless experiences,” said Mr Tan Aik Peng, CEO of Bakery Division, BreadTalk Pte Ltd.

8 Mr Bryan Tan, CEO of Ascentis, added, “We’re honoured that BreadTalk selected Ascentis to provide our unique, local brand of integrated, omni-channel services across the chain’s outlets, and are pleased with the outcomes from their venture into loyalty marketing with us. We look forward to developing new projects for their other brands, and will strive to continue achieving excellent results for all our clients.”

*For media enquiries, please contact:*

*Leanne Teo*

*Group PR and Communications Manager*

*hp: +65 91888228, email: [leanne@ascentis.com.sg](mailto:leanne@ascentis.com.sg)*