

Monthly **01** Newsletter

e·|·|·o
GROUP

November 2024

Welcome to the first edition of the Ello Group newsletter, designed to share all of the latest news and updates on our **products, partners and the wider customer loyalty and rewards market.**

**Ello Group stands for
Engagement, Loyalty &
Lifetime Optimisation –
meaning loyalty is built
into our DNA.**



With our homegrown products, expert services, nimble tech, and experienced people, we achieve real commercial results for our clients and partners, increasing acquisition and engagement.

Already providing some of the UK's largest brands with our market leading propositions, our capabilities are ever-growing to help our clients deliver incremental commercial revenue and delight consumers.

We're the engine behind the UK's three leading dining discount schemes: **tastecard**, **Gourmet Society** and **Coffee Club**, drenched in dining heritage. And we've got the home-grown products to build a lasting, money-saving connection.

Our products keep getting bigger and better...

tastecard

50%

GROWTH IN 2024

**gourmet
society**

33%

GROWTH IN 2024

What's new this month?

Heightened offer – Free drink

Bella Italia's 2 for 1 tastecard offer just got even better. From the 3rd–17th November tastecard members can get a **free glass of wine, prosecco or soft drink**.



BELLA ITALIA

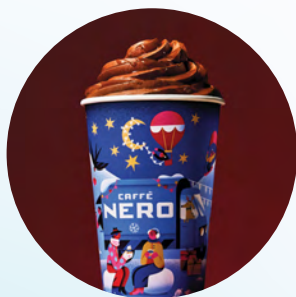
Available
at 660+
locations



CAFFÈ
NERO

Caffè Nero's 2024 Christmas menu

Customers can now enjoy Caffè Nero's festive menu as part of their tastecard, Gourmet Society, Meerkat Meals and Coffee Club discounts.



Millionaires Hot Chocolate

Indulgent salted caramel infused hot chocolate. Topped with a Belgian chocolate cream and caramel drizzle.



Pistachio Hot Chocolate

Velvety pistachio hot chocolate, topped with crushed pistachio's and cocoa.



Tiramisu Latte

Served with a traditional sponge finger and a heavy dusting of cocoa. Available hot or iced.



Caramelised Pistachio Latte

Salted caramel and pistachio infused latte with crushed pistachio and caramel drizzle.

Krispy Kreme American Indulgence

From the 1st November to 27th November customers can now tuck into Krispy Kreme's American Indulgence range as part of their tastecard, Gourmet Society, Meerkat Meals discounts.



Available
at 150+
locations



S'mores

Marshmallow flavour filling, topped with chocolatey icings, marshmallow & biscuit pieces.



Rocky Road

Dipped in chocolatey icing, topped with vanilla flavoured frosting, cookies & marshmallows.

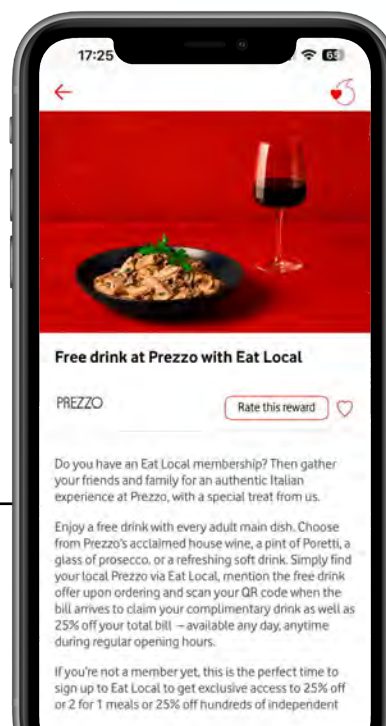
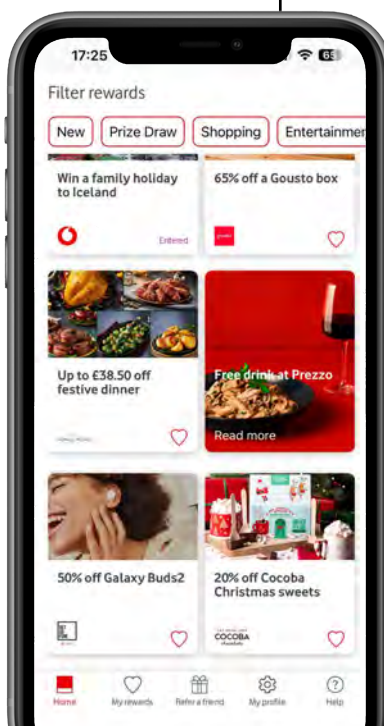
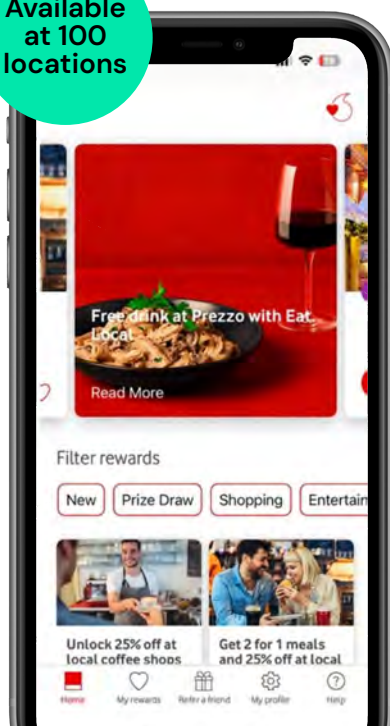


PREZZO

Prezzo Heightened offer – Vodafone

Vodafone VeryMe reward members can enjoy a free drink per person (up to 12 people per bill!) with every adult main dish at Prezzo via Eat Local, to redeem customers have to mention the free drink offer upon ordering when the bill arrives, as well as bagging 25% off the total bill.

Available
at 100
locations





e.l.l.o Event round up.

Last Friday, we gathered in the heart of Leicester Square at Vue West End for an exciting evening dedicated to building loyalty through strategic partnerships. Our Say Ello event brought together industry leaders to share powerful insights into creating successful loyalty programmes.



Missed out? Here are some key takeaways 📌

🌟 Sustained Growth in Consumer Confidence

The BDO 2023 Consumer Trends Survey found that **20% of consumers looking to cut back on spending** plan to increase their use of loyalty programmes, showing a **13% rise in loyalty programme engagement**.

📈 Increased Appetite for Rewards

Following a period of gradual recovery, we're seeing a renewed appetite for rewards among customers, with increased engagement in loyalty programmes.

🔍 Data-Driven Strategy

The foundation of successful loyalty initiatives lies in data and insights. Leveraging this information powers a strategy that resonates and drives results.

🛍️ Higher Spend with Loyalty

Consumers are not only engaging more with rewards programmes but also increasing their spend while doing so—a key driver of growth for brands embracing loyalty.

🤝 Standout Partnerships

In a competitive loyalty market, personalisation and mutually beneficial partnerships are key to fostering long-term relationships. Focusing on lasting goals rather than short-term wins strengthens brand-customer bonds.

"The appetite for rewards keeps growing! Comparing 2021 to 2024, customer engagement has shown a steady upward trend across dining, coffee, cinema, and pizza delivery sector."

Speaker quote – Alex Broomfield

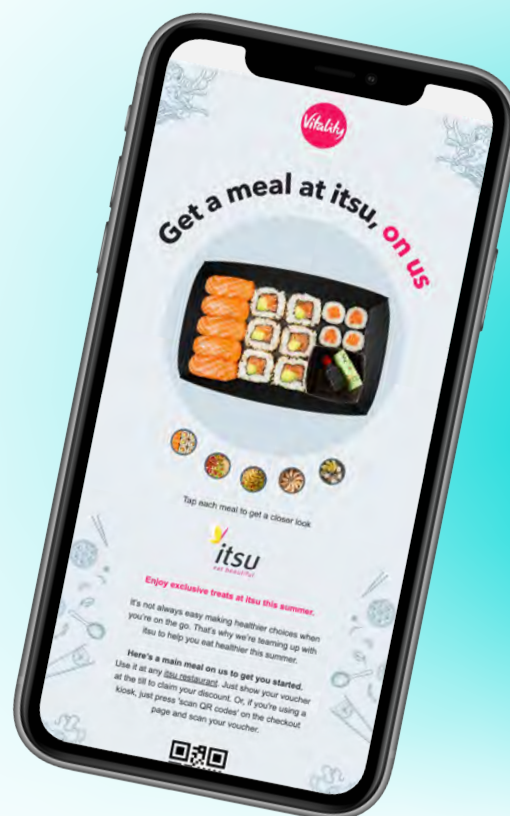
A shoutout to all of our speakers:

Alex Broomfield – Head of Data & Business Insights, Ello Group, **Shivali Ramanandi** – Group Partnership Manager, Vue
James Flett – Marketing Director, Caffè Nero and to all of our panellists... **Melanie Failes** – O2 Priority, **James Diplock** – Lloyds Banking Group, **David Parr** – Co-Founder, Prsnt, with our fantastic host **Kristina Singleton** for making the evening a success.

Client spotlight *Vitality*

Ello Group is thrilled to announce an exclusive partnership between Vitality and Itsu, empowering Vitality Health and Life insurance members with access to fantastic, nutritious options. Through Ello Group's brokerage, Vitality members can enjoy **25% off and/or a complimentary meal at Itsu** for select eligible customers. Offers are conveniently accessible via Vitality's app and email channels.

To celebrate this exciting collaboration, Itsu has crafted an exclusive dish – **the Vitality' bowl**, available nationwide. This fibre-rich, protein-packed bowl, containing a blend of fresh vegetables, wholegrains, seeds, and chargrilled chicken, delivers on health with under 550 calories and over 30 grams of protein. Officially launched on September 13, it's already become a favourite among Vitality members and Itsu diners alike.



Ello Group is proud to facilitate this partnership, managing relationships and providing valuable insights to enhance the member experience. Together, Vitality, Itsu, and Ello Group aim to inspire healthier lifestyle choices for a longer, happier life.

