

# Monthly **04** Newsletter

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GROUP

February 2025

Welcome to the fourth 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



coffee club

# Why Customer Loyalty Starts with Everyday Value

In today's hyper-competitive market, customer loyalty is no longer just about delivering a great product or service—it's about creating meaningful, consistent value in your customers' lives. From acquisition to engagement to retention, businesses that integrate rewards and perks into their strategy are seeing significant results. Let's explore why everyday value is the secret to building lasting relationships with your customers.

## The Challenges of Loyalty Today

### 1. Acquisition is More Expensive Than Ever

With rising advertising costs and an abundance of choice, attracting new customers is harder than ever. Customers are increasingly selective, and rewards-based strategies are becoming a critical differentiator.

**"79% of consumers will switch brands for better rewards"**

(Source: Capgemini Research)

💡 Insight: Rewards that provide everyday benefits—like dining discounts or coffee perks—create an immediate value exchange, making it easier for new customers to choose your brand over others.

### 2. Engagement is the Bridge to Retention

Acquiring a customer is only half the battle. The real challenge lies in maintaining their interest over time. Engagement isn't just about pushing offers; it's about creating consistent touchpoints that remind customers why they chose your brand in the first place.

**"Engaged customers are 90% more likely to buy more frequently and spend 60% more per transaction"**

(Source: Salesforce Research)

💡 Insight: Simple, habitual touchpoints, like a discount on their morning coffee or a family meal, keep customers thinking about your brand and deepen their emotional connection.

### 3. Retention is Cheaper Than Acquisition

It's no secret that retaining an existing customer is far more cost-effective than acquiring a new one. In fact, acquiring new customers can cost up to five times more than retaining existing ones.

**"Loyal customers often generate 80% of a brand's revenue"**

(Source: Harvard Business Review)

💡 Insight: Long-term loyalty is built by showing your customers that you value their business—not just once, but every day. Rewards programmes are a proven way to do this effectively.

# Key Trends Shaping Loyalty in 2025



## 1. Cost-of-Living Sensitivity

With economic uncertainty impacting spending habits, customers are actively seeking value-for-money solutions. Offering practical, everyday rewards that alleviate financial pressures helps businesses stay relevant and trusted.



## 2. Sustainability and Emotional Connection

Modern consumers are increasingly aligning their spending habits with their values, particularly around sustainability and ethical practices. While delivering hard monetary value will remain a key priority, programmes must integrate a strong emotional proposition to foster deeper loyalty.



## 3. The Rise of Personalisation at Scale

Advancements in AI and platform technologies are enabling brands to offer personalised experiences on an unprecedented scale. Programmes that can anticipate customer needs and deliver tailored rewards will gain a competitive edge.



## 4. Improvements in UX and Gamification

A seamless, enjoyable user experience is no longer optional. Loyalty programmes that integrate gamification elements—adding fun, rewards, and interactivity—can enhance engagement and make the experience more joyful for customers.

Customer loyalty isn't built overnight. It's cultivated through everyday interactions that create meaningful value and emotional connections. By focusing on acquisition, engagement, and retention through tangible rewards and perks, brands can

not only weather competitive pressures but thrive in 2025 and beyond.



**Kristina Singleton,**  
Commercial Partnerships  
Director

# Building Loyalty and Engagement Through Dining Rewards

## Lights, Camera, Action: Spotlight on Rewards, Loyalty & Dining Success

Discover how dining rewards can drive customer loyalty. Join Ello Group for insights, strategies, and partnership success stories.

Our third event in our Say Ello series, where we'll explore how dining rewards can transform customer loyalty and engagement. **Taking place at Vue Leicester Square on 13th March, from 4-7 PM**, this exclusive event will feature industry insights, expert speakers, and actionable strategies to elevate your brand's customer connections.

**Don't miss out - secure your spot today**

## What to Expect

### 4:00 PM – Registration, Welcome Drinks & Networking

Kick off the evening with a warm welcome and refreshing drinks while networking with industry peers.

### Welcome & Introduction

Kristina Singleton, Commercial Marketing & Partnerships Director at Ello Group, opens the event with an introduction to the agenda and its objectives.

### Keynote: Matt Turner, CEO of Ello Group & Founder of tastecard

Matt Turner shares expert insights on creating dining reward programmes that drive customer acquisition and engagement.

### Keynote:

Speaker to be announced soon  
Explore how casual dining rewards can elevate loyalty programmes and enhance customer experiences.

### Networking Session

Conclude the evening with a dynamic networking session. Engage with fellow professionals, share ideas, and explore potential partnerships over drinks in an energetic and collaborative environment.

### Panel Discussion: Maximising Loyalty with Dining Rewards

Gain practical advice and inspiration from a panel of industry experts as they share best practices for leveraging dining rewards in loyalty programmes.

- **Helen Packer, Director of Vitality Programme Partnerships**
- **Jo Ashdown, Managing Director, Mando Connect**
- **Isobel Finlayson, Loyalty Partnerships Lead, VeryMe Rewards from Vodafone**

With more to be announced soon!

# What's new this month?

## Share the love pancake stack

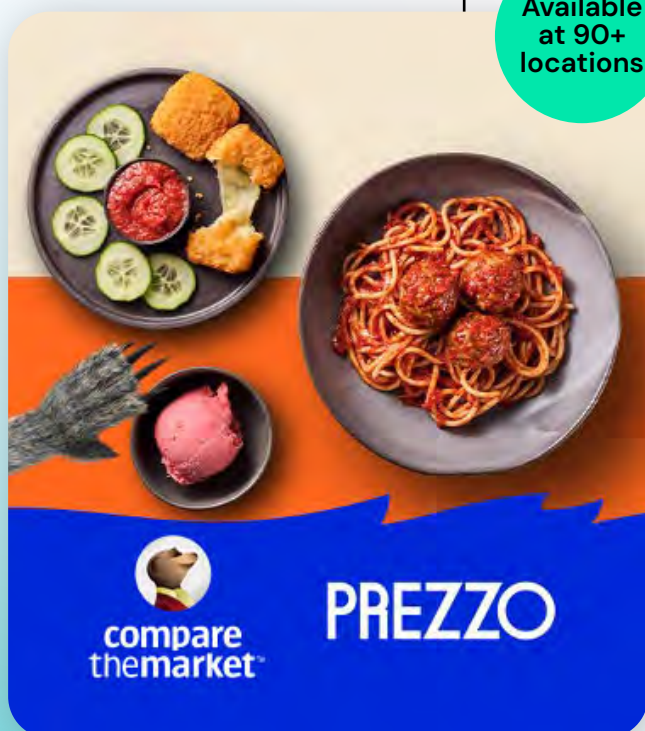
### Love is in the Air at Morrisons Café!

❤️🥞 This February, indulge in the **Morrisons Share the Love Pancake Stack**—fluffy pancakes, stacked high and served with a selection of sweet dips. Available **10th – 16th February**, it's the perfect sharer for your **customers and employees** to enjoy this Valentine's season.

What's even sweeter? **tastecard, Gourmet Society, and Compare the Market** members can enjoy **25% off the total bill Sunday – Thursday**, making this delicious treat just **£4.50** with their membership!



Available at 90+ locations



## Kids Eat free with Meerkat Meals

This February, treat the little ones to a free **three-course kids' meal** at Prezzo. From **10th February – 2nd March**, Meerkat Meals customers can enjoy this exclusive offer, making family dining even more rewarding.

For every adult main purchased, one child can enjoy a **free three-course set menu**, packed with delicious favourites. The offer is **available every day, except Valentine's Day** (14th February), and is **dine-in only**. Customers simply must mention the offer when ordering to claim this fantastic deal.

Even better, this offer can be used **alongside Meerkat Meals' 25% off the total bill discount**, making it the perfect excuse for a family meal out!

Available  
at 95+  
locations



## Functional Health has landed at Black Sheep Coffee! ☕

Boost your daily brew with Black Sheep Coffee's new Functional Health range, designed to fuel your body and mind with every sip, all included in tastecard, Coffee Club, Gourmet Society, and Compare the Market memberships. Discover the line-up:



### 🎀 Get the Glow Latte

Radiant skin starts here! A powerful blend of mushrooms and marine collagen works to support your skin's natural glow in every cup.



### 🍎 Gut Revival Latte

Balance your gut health effortlessly with a mix of prebiotic fibres. That daily health kick has never been easier (or tastier!).



### 🦁 Lion's Mane Latte

Say hello to laser-sharp focus and clarity, thanks to the brain-boosting benefits of Lion's Mane mushrooms.

### ❄️ Functional Iced Latte

Cool down while still getting all the benefits of Glow, Gut, or Focus – served perfectly over ice.

### Want to mix things up?

You can add the **Beauty, Gut, & Brain functional blends** to any drink on the menu—from smoothies to matcha—so you can enjoy a wellness boost no matter what you're craving.

Even better, **tastecard, Coffee Club, Gourmet Society, and Compare the Market** members can enjoy **25% off the total bill, seven days a week.**



## February's Must-See Films at Vue

Already providing some of the UK's most recognisable brands with big screen rewards. With cinema remaining the UK's favourite entertainment activity, Vue offers an experience that keeps audiences coming back. Premium recliner seating, cutting-edge visuals, and immersive sound make every visit feel special.

### What's Showing This February?

♥ Bridget Jones: Mad About the Boy – The nation's favourite singleton is back, bringing plenty of laughs, charm, and awkward romance just in time for Valentine's and Galentine's celebrations. Whether you're catching up with old friends or indulging in a solo treat, this one's guaranteed to warm hearts.

🎸 Becoming Led Zeppelin – Experience the legendary rise of one of the most iconic rock bands of all time. With never-before-seen footage and exclusive interviews, this documentary is a must-watch for music lovers looking to relive the golden era of rock.

🦱 Captain America: Brave New World – Marvel's next chapter takes flight as a new Captain America steps up to lead. With high-stakes action, pulse-pounding battles, and a fresh direction for the MCU, this blockbuster is one for the superhero fans.



### Why Vue Is the Ultimate Reward

🎟️ Mass Appeal – Cinema speaks to every audience, making it a versatile and engaging reward.

🏷️ Tailored for your strategy – Offer free or discounted tickets to suit any reward strategy.

🛋️ The Ultimate Experience – With 40% of venues featuring fully reclinable seating, Vue takes comfort to the next level.

🎬 Ready to turn film fans into loyal customers? – Explore Vue Rewards Today

[vuepass.com](https://vuepass.com)