

Edcon launches new group loyalty programme

Today, 20 February 2012, group retailer Edcon launched "Thank U", its new customer rewards programme, across its leading retail brands including Edgars, Edgars Active, Red Square, Boardmans, Jet, JetMart, Legit and CNA.



The programme builds on the current successful rewards initiatives run across the group (such as the renowned CLUB programmes), but for the first time it brings all of the leading brands together into one simple proposition for customers.

Customers who are part of the Thank U programme will receive a reward card and will earn a minimum of 10 points per R1 spent whenever they use their card in any Edcon store. There will also be numerous multiple points promotions throughout the year, making it even easier for customers to accumulate points quickly. When they have 10 000 points, shoppers can redeem their points in real time at any Edcon store by swiping their Thank U card.

Said Jurgen Schreiber, CEO of Edcon: "We know that customers shop with many of our retail brands and by having a single rewards programme, they will be able to earn points even faster."

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