



# LOYALTY PROGRAM WITH NEOFLAM

# 1. Loyalty Program (Y2013~2015)

# Greece

- Retailer : AB hypermarket (2<sup>nd</sup> largest food retailer in Greece)
- 270 stores in Greece

1<sup>st</sup> project in 2014

: 350,000 pcs for 24 weeks program but eventually sold out in 12 weeks





# Greece

2<sup>nd</sup> project in 2015

: 350,000 pcs were re-ordered with various items under Neoflam brand after tremendous success in 2014.



# Greece

## 3<sup>rd</sup> project in 2016 has been prepared by marble series

- Cast aluminum cookware with Ecolon coating
- Handle is attached to patented slim neckline
- Extra-long handle for easy maneuvering
- Patented CropCircle base design
- Also available with induction stove base option
- Available with Borosilicate oven safe glass lids and tempered glass lids.



Marble pot



Marble pan





# Hong Kong

- Retailer : Manning's (Leading health & beauty chain in Hong Kong)
- 230 stores in Hong Kong
- About the program
  - 250,000pcs in sales during 4months

| Size                | Retail price (USD) | 35~40 stamps | 25~30 stamps |
|---------------------|--------------------|--------------|--------------|
| 36cm 2handle Wok    | \$ 242.47USD       | \$ 60.50USD  | \$ 65.65USD  |
| 28cm Eela Fryingpan | \$ 109.63USD       | \$ 25.67USD  | \$ 30.82USD  |
| 26cm Eela Casserole | \$ 177.98USD       | \$ 45.01USD  | \$ 50.17USD  |
| 18cm Eela Saucepan  | \$ 109.63USD       | \$ 25.67USD  |              |

※ 1stamp per 7.74 USD purchasing (2-month promotion)





# Hong Kong

## I Redemption Card and Advertisement \_ Newspaper

**NEOFLAM**  
Bringing Kitchens to life

Up to **75% Off**

To Redeem  
Ceramic Coated  
Cookware  
Made in Korea

- Cast aluminum cookware with Ecozon ceramic nonstick coating technology
- Convection effect for fast and even cooking
- Free of heavy metals & toxic substances
- Hidden steam vents prevent subsequent overflow

Ecozon Cross Section

| 產品<br>Product             | 中式鑊連蓋36厘米<br>Wok with lid 36cm<br>淺藍色 Light Blue | 煎鑊28厘米<br>Fry Pan 28cm<br>淺黃色 Light Yellow | 雙耳煲連蓋26厘米<br>Stock Pot with lid 26cm<br>淺綠色 Apple Green | 單柄煲連蓋18厘米<br>Saucepans with lid 18cm<br>粉紅色 Pink |
|---------------------------|--|--|---|--|
| 參考價<br>Reference Price    | \$1,880*   | \$499*                                     | \$1,880*  | \$499*   |
| 35個換領<br>Redemption Price | \$469  | \$199                                      | \$349   |  |
| 25個換領<br>Redemption Price | \$509  | \$239                                      | \$389   | \$199  |

頭條日報

佔領落幕  
金鐘清場 佔領者不反抗

2014年12月22日

**NEOFLAM**

韓國鑄造  
閃鑽陶瓷鑄鋁  
五層速熱鍋具

Ecozon 陶瓷鑄鋁五層鍋具

NEOFLAM

**萬寧 manning's**

韓國鑄造  
閃鑽陶瓷鑄鋁  
五層速熱鍋具

低至 **25折** 換購

NEOFLAM

**NEOFLAM** 陶瓷鑄鋁具 Ceramic Coated Cookware

1. 中式鑊連蓋36厘米  
Wok with lid 36cm

2. 煎鑊28厘米  
Fry Pan 28cm

3. 雙耳煲連蓋26厘米  
Stock Pot with lid 26cm

4. 單柄煲連蓋18厘米  
Saucepans with lid 18cm

NEOFLAM

印花兩用  
Floral Coatings

NEOFLAM

萬寧 manning's

低至 **25折** 換購

韓國鑄造  
閃鑽陶瓷鑄鋁具

NEOFLAM



# Indonesia

- Retailer : Lotte mart
- 23 branches in Indonesia
- In 2015, Redemption program called Magic stamp nominated Midas Plus set.



# Indonesia

## I Redemption Card

### KUMPULKAN MAGIC STAMP!

**20**  
STAMP

**Eco Cup**

- 100% terbuat dari plastik daur ulang
- Menghemat energi saat mencuci
- Tidak bocor saat sedang digunakan

**36**  
STAMP

**ROCKET Ready Box**

- 100% terbuat dari plastik daur ulang
- Menghemat energi saat mencuci
- Tidak bocor saat sedang digunakan

**60**  
STAMP

**Dorco Tulip 3-1 Special Packages**

- Mudah dibawa ke mana saja
- Menghemat energi saat mencuci
- Tidak bocor saat sedang digunakan

**80**  
STAMP

**NEOFLAM Midas Plus**

- Mudah dibawa ke mana saja
- Menghemat energi saat mencuci
- Tidak bocor saat sedang digunakan

### DAPATKAN HADIAHNYA!

|    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | 32 | 33 | 34 | 35 |
| 36 | 37 | 38 | 39 | 40 | 41 | 42 |
| 43 | 44 | 45 | 46 | 47 | 48 | 49 |
| 50 | 51 | 52 | 53 | 54 | 55 | 56 |
| 57 | 58 | 59 | 60 | 61 | 62 | 63 |
| 64 | 65 | 66 | 67 | 68 | 69 | 70 |
| 71 | 72 | 73 | 74 | 75 | 76 | 77 |
| 78 | 79 | 80 |    |    |    |    |

### MAGIC STAMP

25 September - 31 Desember 2014

**MEKANISME :**

- Promo khusus Lotte Member
- Periode Promo berlaku mulai 25 September s/d 31 Desember 2014.
- Periode penukaran hadiah mulai 27 November 2014 s/d 11 Januari 2015.
- Setiap belanja Rp. 100.000 akan mendapatkan 1 Stamp (berlaku kelipatan dan harus dalam 1 struk).
- Struk tidak dapat digabungkan.
- Maksimal 10 stiker/Stamp /member mileage/hari. Hanya berlaku di store dan hari yang sama.
- Stamp dapat diperoleh di Customer Information Services (CIS)
- Kumpulkan stiker sebanyak-banyaknya untuk mendapatkan pilihan hadiah menarik.
- 1 Flyer MAGIC STAMP hanya berlaku untuk 1 pilihan hadiah.
- Promo MAGIC STAMP ini tidak berlaku untuk LOTTE Mart Cimone City.
- Promo tidak berlaku untuk pembelian dalam jumlah besar. Maksimal pembelian adalah 6 produk yang sama/kartu/hari.
- LOTTE Mart berhak sewaktu-waktu mengganti hadiah yang tidak tersedia dengan hadiah lain dengan nilai yang sama.
- Syarat dan ketentuan lain berlaku.

Nama : \_\_\_\_\_ No. Kartu Member : \_\_\_\_\_

No. Telp : \_\_\_\_\_ No. Kartu Kredit : \_\_\_\_\_  
(Pilih pengisi BNI LOTTE Mart)

### LOTTE Mart HYPERMARKET

## MAGIC STAMP

25 September - 31 Desember 2014

**NEOFLAM**  
Bringing kitchens to life

Makin banyak Anda berbelanja, semakin banyak stamp yang anda dapat dan HADIAH MENARIK menanti Anda!

**DAPATKAN EKSTRA STAMP!**  
Dengan Kartu Kredit BNI-LOTTE Mart

Facebook: Lottemart Indonesia | Twitter: @Lottemartindo | Website: www.lottemartretail.co.id

Penawaran Khusus  
**LOTTE Members**



# Finland

- Retailer : KESCO supermarket
- KESCO and K-retailer: over 800 stores in Finland
- About the program
  - 90,000 units with OBH Nordica brand
  - Launching only in Finland stores
  - 1<sup>st</sup> program for 6 months
  - In Norway and Sweden from 2<sup>nd</sup> program





## 2. Promotion

# 2014 Hyper One : Mother's Day Promotion





# 2014 11<sup>th</sup> anniversary Promotion in Carrefour





# 2014 Be the Chef Promotion in Carrefour





# 2015 Be the Chef Promotion in Carrefour





# 2015 Be the Chef Promotion in Carrefour

