

Loyalty & Rewards

Q&A

Raptors Superfan Nav Bhatia's Loyalty to His City and His Team

The Toronto Raptors' official Superfan, **Nav Bhatia**, is more than his bespoke jersey — he's also a Basketball Hall of Fame honouree, a businessman, and a philanthropist. Mediaplanet chatted with him about his love for his team and city, what he's been up to, and how to keep sports fans engaged in these unprecedented times.

How did you become the Raptors' Superfan?

I purchased my first set of season tickets when the Raptors first arrived in 1995 and I've never missed a home game since then. No matter the score, I would always be cheering and supporting the team. In 1999, the team's general manager, Isiah Thomas, called me to court-side and presented me with the jersey — "Superfan." On that day the Superfan was born!

What kinds of Raptors-related rewards would you be most excited about?

Any opportunity fans get to interact with the players is always a great incentive. The Raptors have been very good at creating events and opening these opportunities up but with today's world and social distancing being so important, these types of opportunities are going to have so much more value than in previous years.

How are you making the most of your nights in?

It's been tough, believe me! My world revolves around the Raptors' schedule! I've been re-watching old games — especially the championship playoffs. I must have seen those 20 times by now. I've also taken this time to focus on the Nav Bhatia Superfan Foundation, where we've been giving meals to shelters and our frontline workers. It's kept me very busy.

Have you heard about the NBA's first loyalty partner?

Yes! The SCENE partnership is extremely exciting for us sports fans. Basketball has a way of uniting people of all backgrounds and lifestyles. SCENE has over 10 million members, and if we can attract these members to our Raptor's community it will only bring even more people together, which is a beautiful thing. I have no doubt this will happen. The Raptors are very aware of their fan base's loyalty and they've done a remarkable job keeping us all connected.

Are you looking forward to next year's season?

I never took my jersey off! I'm excited for the return no matter the circumstances. I hope fans will be in the building but everyone's safety is priority right now. ■



How to Choose a Loyalty Program That Will Work for You

Two industry leaders discuss how loyalty programs continue to provide value to consumers despite the challenges presented by the COVID-19 pandemic, and how to choose the ones that'll work for your lifestyle.



Steve Allmen
President &
Co-Founder,
Loyalty & Co.

What should consumers look for when selecting loyalty programs?

Consumers have many choices when it comes to loyalty programs. I often get asked which loyalty program is best, and my answer is that it depends on what you want to do with the rewards.

When you join a loyalty program you need to really understand what the rewards are, what you have to do to earn rewards or its currency, where you have to shop to do so, and how long it'll take to benefit from the program.

Most consumers have lots of loyalty cards in their wallets, but if you ask them, generally one comes to mind as the best or most important.

For me, I focus all my spending on my credit cards to get hotel and air travel rewards. Although free gas and groceries are important, I'll look for a card that makes it easy for me to earn enough rewards to go on a trip — when we can travel again, of course — and to get the other perks that I want, like free baggage and priority check-in.

You should also track your loyalty program to make sure it's delivering on its promise. Read the terms and conditions to understand how it works, what the expiry details are, and how your data will be used. ■



Patrick Sojka
CEO & Founder,
Rewards Canada

How have you seen the loyalty space evolve in 2020?

The word of the year for 2020 for businesses and loyalty programs alike definitely has to be “pivot.” The term has been used to describe how companies have had to adapt to the new reality with the COVID-19 pandemic, and loyalty programs similarly have had to adapt.

We've seen loyalty programs shift their focus to relevant markets during the pandemic, which primarily revolved around dining and groceries. We saw AIR MILES add reward options with food delivery services DoorDash and Uber Eats, while McDonald's expanded its program to include French fries and American Express provided big-time grocery shopping credits for some cardholders.

Programs also focused on how they could reward members at home, such as when Cineplex's SCENE program introduced movie-at-home packages that members could redeem points for. ■



Read the full interviews at truenorthliving.ca.

McDonald's New Rewards Program a Win-Win

McDonald's Rewards, available on the McDonald's mobile app, lets Canadians get rewarded quicker than ever by adding its iconic, guest-favourite fries.

Anne Pappmehl

From its self-order kiosks, mobile app, ordering McDonald's favourites to enjoy at home with McDelivery, and now the new McDonald's Rewards, providing an unmatched guest experience is always on the menu at McDonald's.

Get rewarded on your favourites faster

McDonald's has added its World Famous Fries to the McDonald's Rewards program, letting Canadians get rewarded not just for any hot McCafé beverage purchase, but also for any purchase that includes the restaurant's mouth-watering fries. After purchasing a total of seven any-sized hot McCafé beverages or any-sized fries, guests can get a free medium-sized hot beverage or fries.

As one in three McDonald's orders in Canada includes fries, the addition of fries to the McDonald's Rewards program was a natural upgrade. “We know that Canadians love our coffee and they

also love our fries, so bringing two of our most-beloved items together just makes sense,” says Skripitsky. The addition of fries to the program also means Canadians can collect at every meal, earning round-the-clock rewards. And there's no limit to the number of qualifying purchases a guest can make in a single order.



Digital integration with the McDonald's mobile app gives guests a more convenient experience. The app enables guests to save favourite menu items, order and pay, have access to exclusive in-app offers, and earn rewards from their smartphone. ■



Lara Skripitsky
Vice President & Chief
Technology Officer,
McDonald's Canada



Download the McDonald's app on iOS or Android to start earning and redeeming your rewards today.

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JUST USE THE APP

AIR MILES Is Rewarding Canadians, Every Day

Canada's most-recognized loyalty program continues to connect and reward nearly 11 million Canadians with valuable and flexible choice.

Tania Amardeil

AIR MILES is part of the fabric of Canada, with a 28-year history and a reward card in the wallet — or digital wallet — of two thirds of Canadian households. Collectors can get Miles with over 300 Partners and brands, and on 80 percent of their household spend. “Our card is swiped 1,000 times a minute, every minute of every day,” says Rachel MacQueen, Senior Vice President of Collector Experience and Marketing at AIR MILES. “Across Canada, Collectors use Miles for a reward every two seconds.”

The COVID-19 pandemic has left many Canadians feeling isolated and disconnected, and AIR MILES has responded with special efforts to connect with

its Collectors during this challenging time. One example is AIR MILES' Happy Every Day campaign, an online community built to engage, excite, and entertain Canadians through the darkest days of the pandemic, and it continues to respond to Collectors' needs with engaging offers and rewards.

Rewards that fit your life

With Canadians spending more time at home, they've been using Miles for staycation essentials, home office necessities, and home fitness basics.

“We've seen a significant, double digit increase in Merchandise Reward redemptions,” says MacQueen.

Collectors can also use AIR MILES Cash Miles at participating Partners for free

everyday purchases at Metro, Shell, Staples, Lowes, and more, helping stretch their budget further. “We've also introduced some new AIR MILES Cash Partners — including DoorDash, Uber Eats, and Spotify, enabling Collectors to use Miles for what matters most to them,” says MacQueen.

“The other thing we've noticed is the willingness and desire for Collectors to give back,” MacQueen adds. “Together with our Collectors, we've donated over \$1.2 million to some very important charities including Food Banks Canada, Kids Help Phone, Black Health Alliance, and motionball.”

So, while AIR MILES may conjure up thoughts of foreign destination travel and experiences, it is so much more as a well-rounded, robust program that focuses on Rewarding Canadians, every day™, with a wide variety of offers. ■



Rachel MacQueen
Senior Vice President
of Collector Experience
& Marketing,
AIR MILES



Learn more about all the ways AIR MILES is rewarding Canadians by visiting airmiles.ca.

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Miles that really go the distance

Choose the way to get rewarded that fits your lifestyle.

Become an AIR MILES® Collector and find your perfect Reward at rewards.airmiles.ca.



Rewarding Canadians, every day™



New Offerings from SCENE Give Its Members More Value

To give members more value in the program, SCENE is extending a wide range of new offerings everyone can enjoy both in and out of home.

Tania Amardeil

Canada's #1 award-winning entertainment loyalty program has a strong member base. It's currently sitting at over 10 million members, which means that it has a member in more than 50 percent of Canadian households.

Established in 2007 in a joint partnership between Cineplex and Scotiabank, SCENE has come a long way since its early days of offering free movie ticket rewards. Over the years, the program has expanded to include a greater variety of rewards and experiences, including movies, dining, and entertainment, with new expansions in sports, music, and shopping that allow members to maximize the value they get out of the program. This year, SCENE has expanded even more substantially to bring benefits to its members who are staying home to stay safe.

A program with something for everyone

"SCENE is all about creating opportunities for our members to do the things that they love with their friends and family," says Matthew Seagrim, SCENE's Managing Director. "There are many ways you can engage with SCENE, whether at home or in person."

SCENE members can earn and redeem points at Cineplex theatres, at The Rec Room or Playdium locations, by renting or buying movies at the Cineplex Store online, by visiting or ordering from the program's restaurant partners (Swiss Chalet, Harvey's, Milestones, Kelseys, and more), and through the Scotiabank SCENE Visa Card and Scotiabank SCENE Debit Card. There are also opportunities to earn points and win prizes through SCENE Music, sports, and promotional partners like Telus.

Starting this December, members will also be able to redeem SCENE points for an assortment of gift cards for movies, dining, apparel, household items, gaming, electronics, and more — perfect holiday gift-giving options.

A slam dunk with the NBA

To create new ways to entertain its members, SCENE recently introduced a partnership with the NBA. As the NBA's first loyalty partner, SCENE is able to bring its members even more rewards and once-in-a-lifetime experiences, from unique fan experiences to game tickets.

"The SCENE program is about setting up easily-attainable rewards that will give members lasting experiences," says Ryan Giff, Executive Director of Partnerships and CRM

at SCENE. "We saw an opportunity late last year to partner with the NBA and to offer great experiences to our member base, so we seized the opportunity."

Although some of these experiences have had to be adapted due to the pandemic, SCENE members have lots to look forward to during the new basketball season next year.

Striking the right note with members

Canadians love music and SCENE Music Canada, a new vertical offering for members that includes a partnership with music label Universal Music, is another exciting way for members to enjoy unforgettable experiences. It kicked off in August with a virtual, interactive live-streamed event from The Rec Room in downtown Toronto featuring Juno award-winning band The Beaches with special guests

Valley and Soran.

While SCENE Music has evolved creatively to fit the COVID-19 era, it has a lot up its sleeve for the future. In the long-term, the program will give SCENE members access to exclusive music opportunities to discover new artists, support up-and-coming artists, and engage with top talent, with exclusive access to content, fan experiences, contests, and more.



SCENE is all about creating opportunities for our members to do the things that they love with their friends and family. There are many ways you can engage with SCENE, whether at home or in person.





For nights in and nights out

The COVID-19 pandemic has introduced new hurdles for consumers and made it more difficult to stay connected with friends and family. SCENE Nights In and SCENE Nights Out were created to help people connect with one another in different ways depending on their level of comfort and what's going on in their community.

For some, that may mean a cozy evening in with a rental movie from the Cineplex Store, takeout from a favourite local restaurant, or a virtual concert — such as The Reklaws virtual tour that runs until December 2, where members get a free ticket with every one purchased. For others, it may mean a date night out with dinner at a restaurant and a movie at the theatre.

“All Canadians have a new appreciation for a night out,” says Susan LeBlanc, Director of Marketing at SCENE. “Pre-COVID-19, a lot of us took relationships for granted and even struggled to make the time for social gatherings. Now we understand the power of enjoying activities such as movie-going with other people.” Whether online or in person, there are more ways than ever to engage with SCENE and to maximize the value you get from the program. ■



However you choose to get rewarded, with SCENE you can do it your way. Learn more at scene.ca.

This article was **sponsored by SCENE.**



How to Maximize Your Value with SCENE



Movies

- Earn and redeem SCENE points for FREE movies at Cineplex Theatres.
- Earn 1 point for every \$5 spent on food and drink at the movies.
- Earn 10 points for every \$1 spent when you rent movies on the Cineplex Store.



Dining

- 1,000 SCENE points will get you \$10 off at over 800 restaurants Canada-Wide, including Swiss Chalet, Harvey's, East Side Mario's, Montana's, Milestones, and more.
- Check your offers often in the SCENE app or website to earn lots of bonus points on dining.



Entertainment

- Earn 1 point for every \$1 spent, or redeem 1,000 points for \$10 off eats and entertainment at The Rec Room and Playdium.
- Win SCENE points through TimePlay Live events.
- Front of the line access to music, gaming events, contests, and more.



SCENE Music

- Exclusive access to artists, contests, and more.
- Virtual fan experiences and events.
- In normal times: Redeem SCENE points for concert tickets through Vivid Seats.



Shopping

- Starting this December, redeem SCENE points for gift cards in movies, dining, apparel, household items, gaming, electronics, and more — perfect holiday gift-giving options.



Sports

- Opportunities to win premium prizes and once-in-a-lifetime experiences at marquee NBA events around the world.
- In normal times: Redeem SCENE points for game tickets through Vivid Seats.

Introducing Rexall's New Health, Wellness, and Rewards Program

Rexall's new Be Well™ rewards program brings together health, wellness, and rewards and offers its members unparalleled value.

Tania Amardeil

Staying on top of their health and wellness has been a major priority for Canadians throughout the COVID-19 pandemic, and the launch of Rexall's new health-focused loyalty program and app, Be Well™, has made doing so easier and more rewarding.

The program and app offer simple tools and advice along with personalized ways to collect and earn points, making taking care of your well-being incredibly gratifying.

More than just rewards

While many rewards programs only offer points on base earn — points earned for each dollar spent — over 90 percent of Rexall's Be Well™ points investment is on special promotions that reward customers with targeted offers

for specific products or categories, including almost-daily promotions where customers can earn enough to redeem as much as \$10 in a single purchase. These offers give members extensive value for shopping at Rexall.

The Be Well™ app offers the best experience of the program, with weekly digital offers that can be loaded to the member's card and then earned on purchases. Members earn 10 points on every dollar spent on eligible purchases plus frequent bonus offers. Points are redeemable on purchases at Rexall.

A convenient and personalized experience

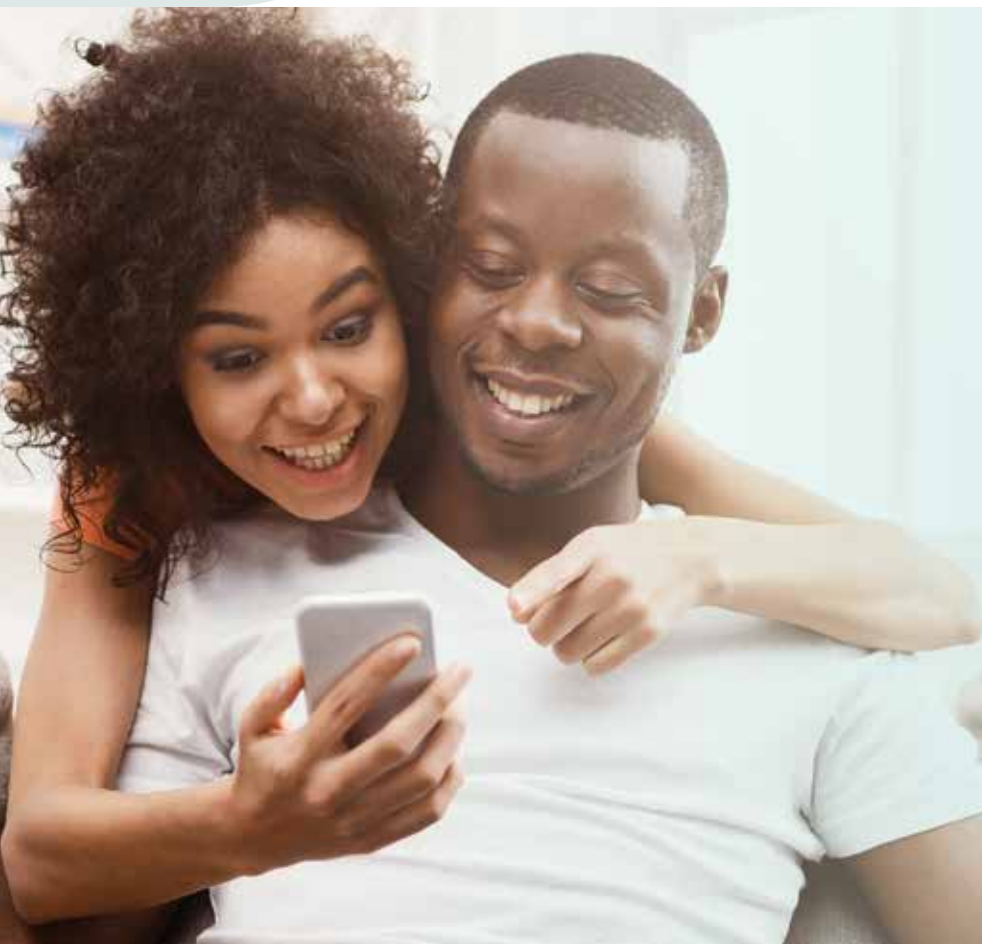
Points and rewards are great, but Canadians want

more from health-focused rewards programs — and Be Well™ delivers. It offers a better way for Canadians to manage and improve their health and wellness, with a host of digital prescription and health management services.

"The willingness for digital adoption amongst Canadians, both young and old, is very encouraging," says Joanna Wilde, District Leader at Rexall. "Now more than ever, it's critical that Canadians have convenient, holistic options to manage their health and wellness. Our hope is that the Be Well™ app will meet their needs by providing unparalleled digital pharmacy services to our customers' fingertips, while offering the convenience and rewards they can depend on."



Points and rewards are great, but Canadians want more from health-focused rewards programs — and Be Well™ delivers.



Virtual patient care is the new normal

"The COVID-19 pandemic has caused Canadian health practitioners to adopt virtual patient care in higher numbers than we'd seen before," says Dr. Sonal Talwar, a family physician at Trillium Health Partners. "What surprised us was the number of older patients who were quick to adapt, likely due to their reliance on regularly communicating with their doctors and pharmacists."

Be Well™ makes the journey to better health



IMAGE COURTESY OF REXALL

and wellness easier, simpler, and more rewarding. It allows patients and customers to access health info, track their medication history and vaccination records, submit prescriptions using photo functionality, receive prescription pick-up notifications, refill prescriptions, and access virtual doctor consultations. Patients can also track important health metrics including heart rate, daily steps, and more.

Taking care of your well-being is now as empowering and rewarding as it should be. Download the Be Well™ app today and start shopping Rexall for unbelievable points value and the ability to easily manage your health, well-being, and medications. ■



To learn more and download the Be Well™ app, visit rexall.ca/bewell.

This article was sponsored by Rexall.

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The **One-Stop** Way to Holiday Shop



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Find unique gift ideas this holiday season and earn cash back — all in one place.

Anne Papmehl

The festive season is around the corner, and you're looking for unique ideas for those special people on your holiday gift list. At Costco, you can get all your shopping done in one place, find unique items with great value, and enjoy exclusive member perks while earning cash back rewards.

Great gift ideas for everyone

One of the most exciting things about shopping in a Costco warehouse is the treasure hunt. As you stroll the aisles, you'll find gift ideas to suit everyone on your shopping list — even the most challenging to buy for. You never know what you'll discover from one visit to the next, making your holiday shopping even more exciting.

Need something for a client, colleague, or boss? A box of Kirkland Signature Belgian Luxury Chocolates will surely delight. The children in your life will get hours of fun from a Boogie Board Magic Sketch or Star Wars The Child 11-inch Plush and Accessories Pack.

For someone who has absolutely everything, consider movie and restaurant tickets, gift baskets, or even a Costco membership — a gift that gives all year long. Prefer shopping at

home? **Costco.ca** has you covered, delivering everything from clothes to gift cards right to your door, along with some online-only items not found in the warehouse.

As a Costco member, having special access to Kirkland Signature products, as well as other carefully-curated items designed exclusively for members' tastes, allows you to put your own spin on holiday festivities. And Costco's commitment to 100 percent customer satisfaction means a terrific return policy in case you change your mind.

Reward yourself as you shop this holiday season

You can make the most of your membership with a Capital One Costco Mastercard, especially during the holiday season. Although gift-buying can be a costly and stressful experience, the Capital One Costco Mastercard earns you cash back year-round on items you buy both in-warehouse and online. You can watch your cash back grow because there's no limit to how much you earn, and you'll enjoy great benefits like price protection service, purchase assurance, and an extended warranty. ■

You'll find gift ideas to suit everyone on your shopping list — even the most challenging to buy for.



To learn more about how Costco and Capital One can make your holiday shopping a breeze, visit capitalone.ca/costco.

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[†]With the Capital One Costco Mastercard, earn 3% cash back on restaurant purchases, 2% on gas purchases and up to 1% on all other purchases – that means 0.5% on the first \$3,000 you spend annually on all other purchases, and 1% after that. Cash back is applied to total net purchases – that means any purchase that's charged to your credit card minus credits or returns. Cash advances, balance transfers, fees and interest charges aren't eligible for cash back. The categorization of a purchase as a restaurant, gas station or other purchase is determined by the category code selected by the merchant. Capital One is not responsible for the category code a merchant uses or for any category code errors by merchants. ®1: Registered trademark of Price Costco International, Inc. used under license. **Credit is extended by Capital One Bank (Canada Branch).** Capital One is a registered trademark of Capital One Financial Corporation, used under license. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. © 2020 Capital One. All rights reserved.

