

LEADERS IN LOYALTY

The Loyalty Report – 2014 Ratings & Rankings

The Loyalty Report is based on a comprehensive survey of nearly 6,000 consumers that captured ratings for over 160 programs across key sectors: retail, CPG, payments, travel, hospitality, and entertainment.

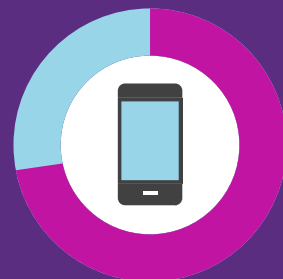
Top-Rated Loyalty Programs

	Retail Department	Retail Grocery	Retail Pharma	CPG	Payment Cards	Dining QSR	Entertainment
Ranked 1 st	 Kohl's Rewards	 Giant Eagle FuelPerks!	 Rite Aid Wellness+	 Dove Insider	 Chase Southwest Rapid Rewards	 Papa John's	 AMC Stubs
Ranked 2 nd	 Nordstrom Rewards	 King Soopers	 CVS Pharmacy ExtraCare	 Box Tops Education	 Chase Amazon Rewards	 My Starbucks Rewards	 Cinemark
Ranked 3 rd	 JCP Rewards	 BI-LO	 Walgreens Balance Rewards	 My Coke Rewards	 American Express Costco TrueEarnings	 Denny's	 Regal Cinemas

Number of Memberships



Mobile Interaction



72%
of members want to interact with brands via their mobile devices

Download The Loyalty Report at bondbrandloyalty.com

Bond Brand Loyalty, formerly Maritz Loyalty Marketing and Maritz Canada, has been practicing brand loyalty for over 100 years for the world's most beloved brands. We believe that the world can be a more loyal place – a world more rewarding for customers, richer and more resilient for brands, and extremely profitable for the underlying businesses those brands represent. We build measurable, authentic and long-lasting relationships between our clients' brands and their customers through a complete combination of services, including loyalty design, customer experience solutions, market research, insights and analytics, live events, experiential marketing, and powerful loyalty technology platforms centered around a signature human science approach to brand loyalty.

