

# The hard truth about loyalty

Issued by [TLC Worldwide Africa](#)

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"To avoid a price race to the bottom of the barrel, loyalty programs need advanced segmentation, highly relevant targeting and enriched customer experience to set them apart," this is the hard truth about loyalty programs according to Preneshen Munian, Agency Director of TLC Marketing Africa. Preneshen will be delving further into this topic and the 'Golden Rules' of Loyalty at the annual Brand Equity & Customer Loyalty Conference 2015, taking place this week on 25 and 26 March in Johannesburg.

The conference will be highlighting the most important aspects regarding branding strategies, loyalty programs, customer retention, partnerships, implementation, technology, brand equity, technology advancements in South Africa and how it affects the industry and measuring these brand and loyalty programs. The event will bring marketing, PR, and communication professionals the opportunity to successfully introduce and maintain loyalty programs.

TLC Marketing has over 20 years of experience in delivering successful campaigns ranging from loyalty platforms to added value consumer incentives by using intelligence from 14 international offices as part of the TLC Marketing Worldwide Group.

For more information, please visit [www.tlcmarketing.com](http://www.tlcmarketing.com).

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*Preneshen Munian, Agency  
Director of TLC Marketing Africa*

- **TLC Worldwide shortlisted for 6 awards in the International Loyalty Awards** 3 Apr 2024
- **Bd-capital partners with TLC Worldwide, the world's largest marketing and loyalty rewards platform** 14 Feb 2024
- **Extraordinary kids, extraordinary experiences** 7 Nov 2023
- **The transformative journey of TLC Worldwide Africa: From marketing agency to martech powerhouse** 16 Aug 2023
- **TLC Worldwide Africa launches Cosmos - The revolutionary consumer rewards and insights platform** 7 Jun 2023

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TLC Worldwide Africa is a global MarTech solution that rewards consumer behaviour with experiences. For 30 years, we've been connecting people with experiences that match their passions. The uniqueness of our business model is doing this for a fraction of the cost, making it commercially viable for brands to offer free experiences to their consumers as a reward for sales, engagement, and retention.

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