

INTERNET

Lancôme gives Elite Rewards members VIP treatment through partnerships

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Lancôme lipsticks

By STAFF REPORTS

Beauty marketer Lancôme is further rewarding its loyalty members by enabling them to cash in their points for gifts and experiences from a handful of partners.

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Lancôme Elite Rewards is teaming up with Gilt, Delsey, AccorHotels and Glamsquad, among others, to give back to its audience for every purchase, social post or interaction. Loyalty programs work most effectively when the member feels they are getting value from participating, so this extended offer may boost consumer sentiment toward Elite Rewards.

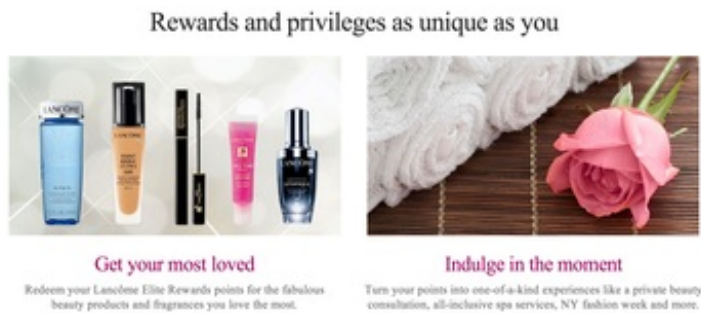
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In 2014, Lancôme introduced a multichannel loyalty program that encourages social engagement and purchases for rewards points.

The brand will likely see otherwise one-time purchasers return to cash in on accrued benefits. For established consumers, Elite Rewards will spur greater displays of brand advocacy ([see story](#)).

" Lancôme Elite Rewards encourages its members to earn points through a variety of

activities and platforms," said Alessio Rossi, vice president of Lancôme digital marketing, in a statement. "We wanted to give them the same flexibility when they choose to redeem their points, so we established partnerships with premiere brands that offer our customers a variety of gifts and services for their loyalty."



Lancôme Elite Rewards

Consumers can outfit their wardrobe through a fashion purchase on Gilt or through other partners such as sunglass brand Revo and handbag label Perrin Paris.

Those who need to get away can redeem points to enter a sweepstakes to win a trip to Paris or New York. For rest and relaxation, points can also be used to get a gift card to Spafinder Wellness 365.

Loyalty programs are top-of-mind among many brands.

Sixty-two percent of retailers are planning to allocate more funds toward their loyalty programs this year, according to a new report from Boston Retail Partners.

Consumers are becoming more digitally driven, and loyalty programs have to change with them, incorporating mobile, gamification or consumer data to make the reward process more personal. Thinking of a loyalty program as another part of the omnichannel shopping experience enables a brand to reach consumers however they choose to interact ([see story](#)).

This latest from Lancôme fits within a growing trend of multi-brand loyalty programs such as Plenti and Shopkick.

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