



INTESA  SANPAOLO

Direzione Sales & Marketing Privati e Aziende Retail

**Intesa Sanpaolo Reward**

The Engagement platform

April, 2021



SHOP



EARN



REDEEM

POINTS SCHEME



A MATURE &  
STEREOTYPED  
INDUSTRY



CASHBA  
CK

DISCOUNTS SCHEME



# "Move" our customers

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The main goal of the new Intesa Sanpaolo loyalty program is to **strengthen of the relationship** with the customer **significantly**, also leveraging his **passions** to build an **emotional bond**



“ Human beings are **powered by emotion**, not by reason. Study after study has proven that if the emotion centers of our brain are damaged in some way, we don't just lose the ability to laugh or cry, we lose the **ability to make decisions** ”

Kevin Roberts, "Lovemarks: The Future Beyond Brands"



## HAVE FUN!

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A loyalty program that **ENGAGES** our customers providing **daily** little moments of relax and **entertainment**, so they can always associate the **relationship** with us to a **happy** time of the day