



# Al-Futtaim Blue Loyalty Program

Transforming customer engagement through strategic acquisition and unified loyalty programme design, a comprehensive case study of innovation in retail excellence.

# The Challenge: Unifying a Retail Empire

## Market Complexity

Al-Futtaim's diversified conglomerate faced the monumental task of creating cohesive customer engagement across multiple industries and regions. With volatile consumer preferences and intensifying competition from local and international players, the retail landscape demanded innovative solutions.

The strategic acquisition of The Entertainer in **2020 for USD \$150 million expanded their entertainment portfolio**, yet highlighted the critical need for unified customer loyalty strategies across their vast brand ecosystem.

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## Brand Integration

Creating unified loyalty across diverse brand portfolio presented significant operational challenges

## Cross-Border Consistency

Maintaining programme coherence across different countries with unique market dynamics

# Strategic Objectives: Building a Loyalty Revolution

01

## Create Unique Brand Identity

Develop distinctive AI-Futtaim Blue identity that resonates across diverse customer segments whilst encapsulating core company values

02

## Achieve Cross-Border Synergy

Ensure consistent brand messaging across operational regions, harmonising strategy whilst accommodating cultural nuances

03

## Comprehensive Brand Guidelines

Establish clear usage protocols for brand assets, tone of voice, and visual identity across all touchpoints

04

## Marketing Ecosystem

Design integrated marketing collaterals, ATL/BTL campaigns, web presence, and mobile application

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# Strategy & Execution: Leveraging Owned Assets

The overarching strategy leveraged consumer insights to design a loyalty programme that resonates deeply with target demographics, utilising AI-Futtaim's extensive property portfolio for maximum reach and impact.



## In-Mall Campaigns

Utilised digital screens, banners, and billboards within AI-Futtaim owned malls, ensuring high visibility amongst captive audiences whilst capitalising on extensive retail footprint for direct customer engagement.



## Point of Sale Integration

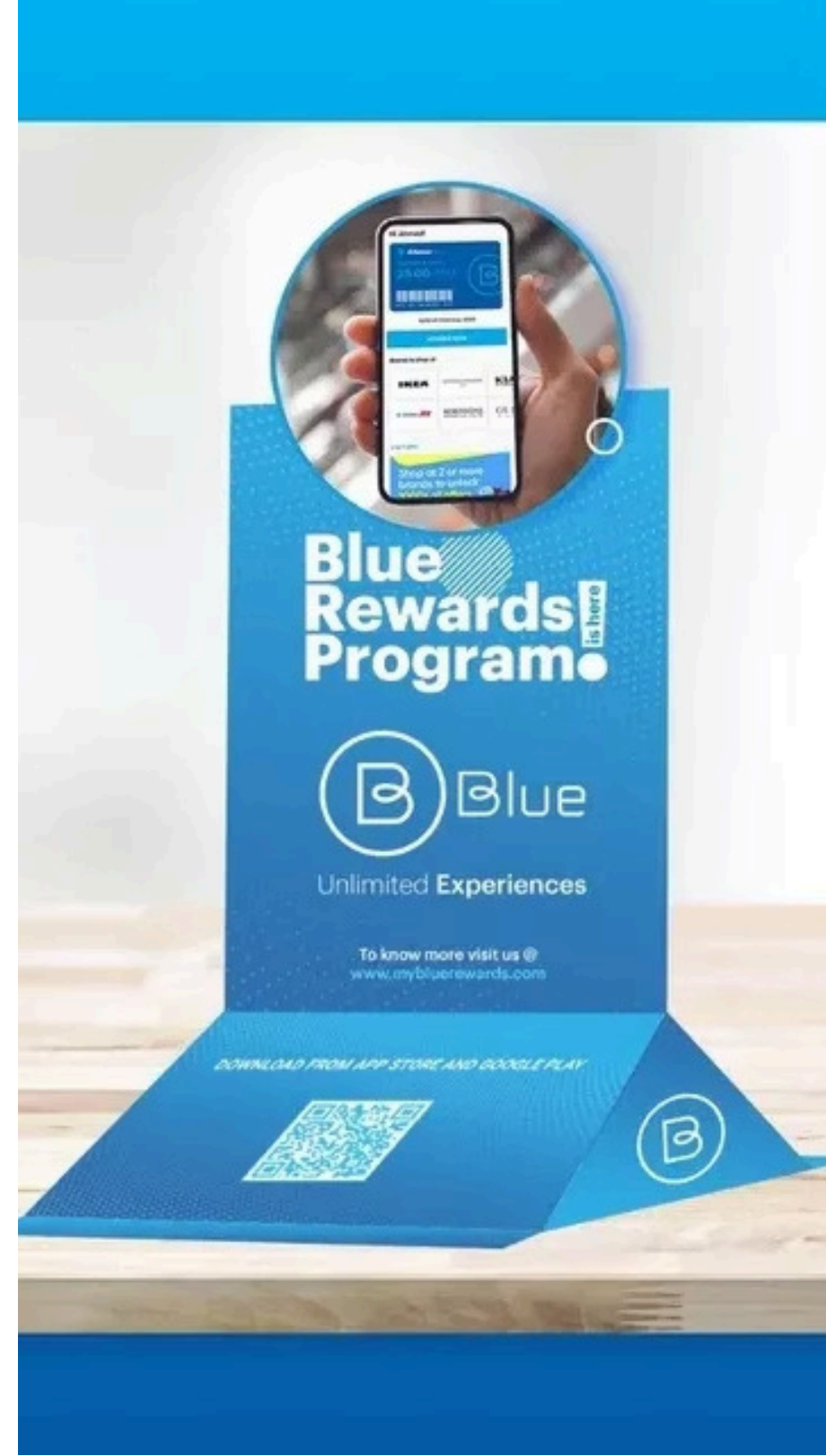
Leveraged in-store campaigns across AI-Futtaim brand outlets to communicate programme benefits directly to shoppers at purchase moments, encouraging immediate sign-up and engagement.



## Targeted Email Campaigns

Deployed strategic emailers to existing AI-Futtaim brand customers, leveraging established customer base to build loyalty programme membership with personalised value propositions.

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# Outstanding Results: Loyalty Programme Success

The AI-Futtaim Blue loyalty programme achieved remarkable success, surpassing initial objectives through strategic messaging, targeted marketing, and comprehensive consumer behaviour understanding.

**1.1M**

## New User Acquisitions

Programme attracted 1.1 million app users, with 500,000 based in UAE alone, demonstrating widespread adoption across geographies

**30%**

## Revenue Growth Impact

Significant portion of AI-Futtaim Retail revenue attributed to Blue member transactions, proving enhanced customer retention

**20%**

## Transaction Share Increase

Blue transactions represented 20% of total transaction share, showcasing higher spending amongst programme members

**2.5X**

## Visit Frequency

Members visited AI-Futtaim establishments 2.5 times more frequently than non-members, demonstrating exceptional engagement

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# Centric's Comprehensive Solution

Our integrated approach delivered end-to-end brand transformation, from strategic identity development to digital implementation, ensuring AI-Futtaim Blue's success across all customer touchpoints.

## Brand Identity Development

Comprehensive visual identity system reflecting AI-Futtaim's premium positioning and customer-centric values

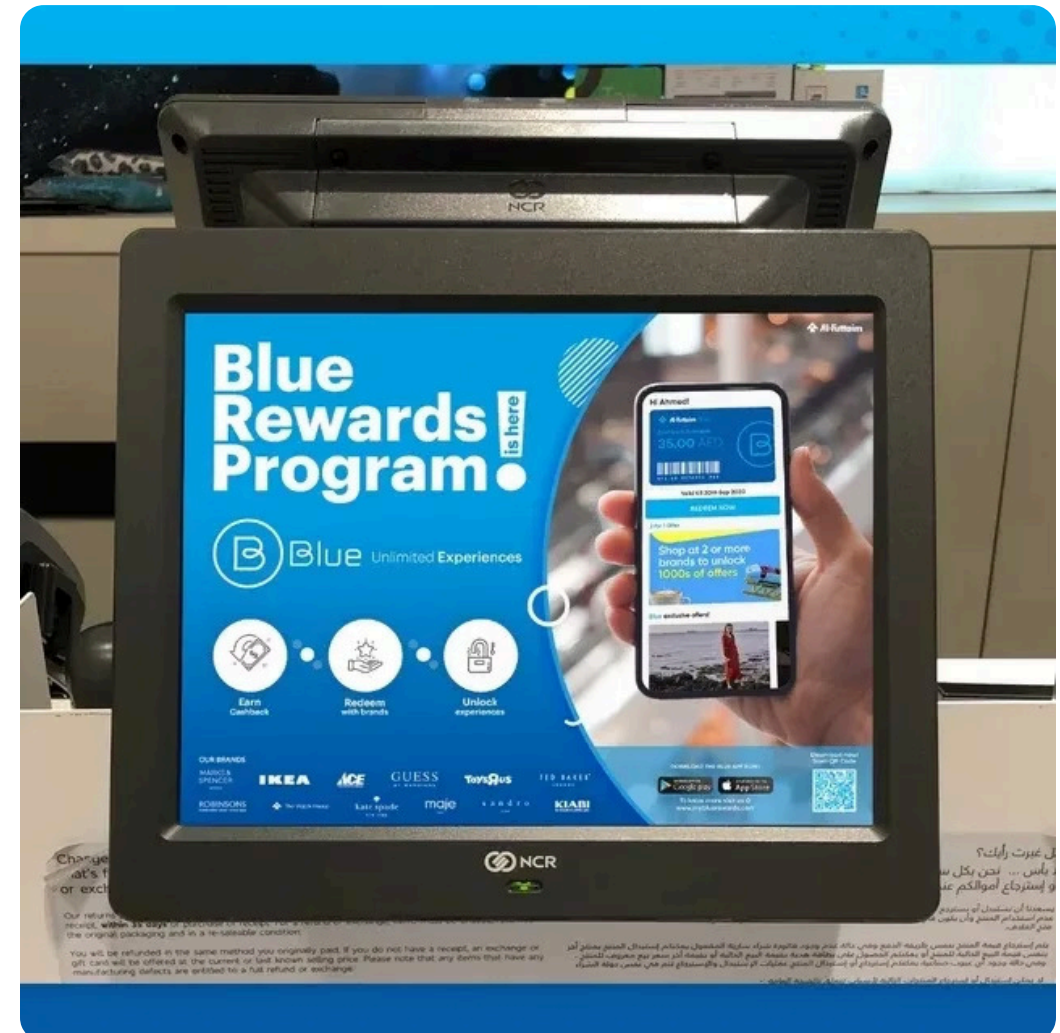
## UI/UX Design Excellence

Intuitive mobile application and web interfaces optimised for seamless customer experience and engagement

## Integrated Marketing Campaigns

Strategic ATL and BTL campaigns alongside targeted email marketing for maximum reach and conversion

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**Award Recognition:** This comprehensive branding project earned Centric the prestigious Crystal Award, recognising excellence in brand transformation and customer loyalty innovation within the retail sector.



## Connect with CENTRIC

Ready to transform your brand's digital presence? Partner with Centric to create impactful campaigns that resonate with your audience.

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