



AIR MILES INCENTIVES®

Managed by RMG Loyalty

The AIR Time Newsletter

Fall is in the air. Exciting times ahead.

Fall is upon us, and many of you are already busily planning for next year. We are gearing up for our annual sales conference when our team comes together to exchange knowledge and experience with the goal of developing new and better ways to help you make the most out of your partnership with AIR MILES®.

In this issue of our newsletter you will learn how an auto dealership has seen immediate positive results since joining the AIR MILES Reward Program. You will also discover how AIR MILES co-branding can boost your business, and the versatility of AIR MILES in the B2B space.

Your success is our success, and it's thanks to you that we appear for the fourth consecutive year on the annual PROFIT 500, the definitive ranking of Canada's Fastest-Growing Companies.

Let's keep growing together! •

MESSAGE
FROM THE
CEO

2015
PROFIT
500
CANADA'S
FASTEST-GROWING
COMPANIES

New Sponsors

Aaben Window & Doors	Fredericton Animal Hospital
Active Physio Works	Highland Ford Sales
Atlantic Fence Alberta	Marydel Homes
Avante Mazda	Mountain View Dodge Chrysler Jeep
Beauté Star Bédard	Parkside RV
Bizmaxr Accounting	Plaza Ford
CAN-Med Healthcare	Preston Chevrolet Buick GMC Cadillac
Capital Ford Lincoln, Winnipeg	Saint Cosmetics
Capital Motors	Sisley Honda
CAPSC Safety Services, Nova Scotia	Sisley Hyundai
Cochrane Toyota	Serpa BMW
Connell Chrysler Dodge Jeep Ram	Warehouse 74
Edmonton Motors	Western GMC Buick
École de conduite Omega	Winnipeg Hyundai
ECS Cares Inc.	Wood Wheaton GM
E-Star Windows Select	World Cars Hyundai
Excellence Dodge Chrysler	World Cars Kia

RMG



How co-branding with AIR MILES boosts your business



One of the premium benefits that goes along with being part of the AIR MILES® Reward Program is your ability to promote your business alongside the AIR MILES brand in all of your marketing and promotional materials.

Co-branding as a marketing strategy has the most value when it serves to introduce your company's products or services to the loyal customer base of another brand. This enables you to benefit from the "halo of affection" they have toward the partner brand. You can also enhance the appeal and credibility of your own brand, and generate a new level of interest and excitement around your business.

AIR MILES has been around for over 20 years and is recognized by 98% of Canadians. In fact, it was recognized as one of Canada's most influential brands by market researcher Ipsos Read in 2013, alongside Facebook, Google and Microsoft.

To take full advantage of your association to AIR MILES, start with these marketing basics.

- ✓ Ensure the logo and your AIR MILES offers are prominently displayed on your website.
- ✓ Display AIR MILES branded POS at your place of business.
- ✓ Include the logo or mention that you offer AIR MILES Reward Miles in all your advertising. It's that simple.

We are always happy to assist you in making your AIR MILES partnership successful. For information or to learn more, please speak to your representative. ●

FACTOID

A WELL-STRUCTURED
LOYALTY PROGRAM
 CAN INCREASE YOUR
 CUSTOMER VISITS
 BY UP TO
44%¹

Get up to 5,000 AIR MILES® Reward Miles when you refer a new client

One of our valued clients received 20,000 Miles recently simply for making referrals that turned into new customers. Congratulations, and thank you!

Some conditions apply. Ask your Representative for more details.



IMPORTANT NOTICE

New AIR MILES brand guidelines have come into effect recently and compliance will be required in the next few months. Please contact your representative for details.



Serpa Automotive Group says ‘Thank you’ with AIR MILES



“Surpassed my expectations.”

“Treated me like a VIP.”

“Courteous and informative.”

These are only some of the ways customers of Serpa BMW have described their encounter with Frank Serpa and his team. Serpa Automotive Group, which includes Avante Mazda and Serpa BMW, is the only dealership “group” to currently offer AIR MILES® Reward Miles with the purchase of a new or pre-owned vehicle. Though the program is still in its infancy, dealer principal, Frank Serpa says he already sees a change in behavior among his customers.

“People are wowed, they don’t expect to be able to get Miles when they buy their car. I’d say, since starting the program, 20% of our customers have chosen us over the competitor, and also made the decision on their purchase more quickly, and with greater confidence,” explains Serpa.

Notable customer service, transparency, and building relationships with customers are high on Serpa’s list of priorities when it comes to conducting business. Avante Mazda in Richmond Hill is one of the original six GTA Mazda dealers, and he is proud to build the newly acquired (2012) BMW dealership on his own principles. He says being affiliated with the AIR MILES Reward Program gives him even more credibility. “It’s nice to be affiliated with such a recognized and respected brand.”

Frank admits he also likes having an added feature that his competitors aren’t offering. “The AIR MILES Reward Program is not a short term plan for us,” Serpa assures. In the future, he plans to extend rewards to customers who book online, and use Miles internally to reward employees. “There are so many possibilities for AIR MILES in our business.”

The ease of transaction for the Partner and Customer also makes collecting Miles attractive. “If a client comes in and is not yet a Collector, we can make them a Collector as they are buying the car. It’s so easy. People across all demographics are collecting Miles. I think this will always be an amazing way to give back to our clients, and just say ‘thank you for coming to see us,’” Serpa says. ●



SERPA AUTOMOTIVE GROUP



The AIR MILES® Reward Program is extremely versatile in the B2B space

While most people may view AIR MILES as a retail reward program, business-to-business (B2B) companies have joined the growing list of AIR MILES Partners to stand out from their competition and achieve specific business results with this powerful incentive.

Attracting new business, converting clients to cost-saving processes, motivating clients to buy during slow periods or buy all their products with the same supplier are only some of the ways AIR MILES is helping B2B Partners grow their business. Kate Booth, Director of Sales with AIR MILES INCENTIVES®, says that business owners and managers quickly realize how versatile and effective offering their business clients AIR MILES Reward Miles can be for their company.

AIR MILES is effective in helping to retain clients and increase spend among business Collectors. “Clients do less shopping around before making a buying decision when there are Miles to be earned,” explains Booth. Surgo Surgical Supply is one business that saw that shift right away. “They experienced a 3% increase in spending among AIR MILES Collectors almost immediately, and in their first year an average of 256 customers per month provided their Collector number to start receiving Miles.”

Getting Miles for doing business with a B2B Partner is not only a great reward, it also enables those clients to pay it forward. “As an added benefit, business clients can share the Miles they get with their own employees. It creates a win-win for the Sponsor, the Client and the employees” explains Booth. ●

Thank you for helping us grow!

GET **185** AIR MILES®
Reward Miles



Simply email us at newsletter@rmgi.ca and you will receive 185 Miles to celebrate our #185 ranking on the 2015 PROFIT 500!

*Offer valid until December 31, 2015, limit 1 offer per Collector Account.



FOLLOW US ON
LinkedIn

To get the latest RMG news, click on the link at airmilesincentives.ca/LinkedIn

EMPLOYEE PROFILE



Krista MacDonald

Any client who starts the day with a conversation with Krista knows he or she is one of the lucky ones. She bestows an infectious energy on everyone she talks to. When it comes to connecting with her AIR MILES® “family,” she never misses a beat, even though she works thousands of miles away from the rest of her team.

Krista loves to see the positive impact AIR MILES can have on a client, and there is nothing more fulfilling than relieving a pain point and being part of a business solution. She also attributes love of her work to the colleagues and executive team that put a lot of faith and trust in her abilities.

After reaching annual targets, Krista likes to treat herself to travel. Favourite spots include the south shore at Lunenburg and New York City, which in her opinion is “everything.” And her energy is perfectly matched to the city that never sleeps. She got engaged under the Brooklyn Bridge, which led to a “That’s Amore” serenade from their Broadway-worthy cabbie. ●