



The Marketing Society – UAE Awards 2022

Category: Customer Engagement & Experience

Nominee: SHARE Customer Engagement Team at Majid Al Futtaim

Making Every Customer Fall in Love with SHARE

Our Romance Journey to Date

SUMMARY

SHARE is the loyalty rewards program for Majid Al Futtaim: the leading shopping, mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia. Our vision is to bring all Majid Al Futtaim brands together into one holistic loyalty offering by allowing customers to seamlessly earn points everywhere and use them to pay for purchases.

Marketing Objectives:

Introduce SHARE into the UAE and entice customers to join. Once acquired, they needed to ensure customers understood the complex world of SHARE and use it regularly.

For SHARE to succeed, it needed an exceptionally strong marketing and customer engagement plan. Success would only come if they were able to launch the brand, grow it and get customers constantly using it.

Customer Engagement:

Launch Anthem: In order to achieve this we created an anthem with lyrics celebrating life and sharing. The song, created by renowned producer Hasan Al Shafai, was called 'Hala Bil Haya' ('welcome life').

Personalized Communications: Majid Al Futtaim also interacted with their customers by using automated communications triggered by a customer's join date,

Gamification: 'The SHARE World' A gamified experience, which presents a 5-zoned world based on Majid Al Futtaim brands.

Always-on Content Calendar: Majid Al Futtaim also launched a variety of campaigns celebrating holidays such as Christmas, International Women's Day and Fathers Day.

Social Responsibility Program: Majid Al Futtaim also launched 'SHARE at Home' to support their members through the pandemic, by giving them ways to have fun at home.

Results:

- These campaigns resulted in Conversions as high as 89%,
- We hit our 1 million members goal in just 4 months.

PART 1: OBJECTIVE

Majid Al Futtaim is a leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia. In September 2019, this company introduced a new paradigm in loyalty programmes; the SHARE Rewards Programme.

SHARE's goal was to bring all Majid Al Futtaim brands together into one holistic loyalty offering. Customers could seamlessly earn points everywhere and use them to pay for purchases. The programme promised breadth, convenience and ease to every individual customer.

Our marketing objectives were simple: Introduce SHARE into the UAE and entice customers to join. Once acquired, we needed to ensure customers understood the complex world of SHARE and use us regularly.

The vision for SHARE is to bring together all our brands and the benefits that come with it:

- Elevate Majid Al Futtaim's brand and strengthen associations with our secondary brands. For example, many didn't know that Majid Al Futtaim operated LEGO or Ski Dubai. SHARE could help bridge these gaps and bring our brands closer together making Majid Al Futtaim's voice even more powerful.
- Bringing customers together under one programme provide richer customer data that helps make smarter, more informed decisions. It has the potential to better cross-sell every customer across the ecosystem onto brands they would resonate with.

For SHARE to succeed, it needed an exceptionally strong marketing and customer engagement plan. Success would only come if we were able to launch the brand, grow it and get customers constantly using it.

PART 2: APPROACH

We saw the way ahead as a ‘romantic one’. We thought about your typical love story. It starts with a first date, it grows into a bond. It solidifies with support, it hardens with value-add, where your relationship goes from companionship to comradery.

It is this ‘love story’ mindset that grew SHARE to where it is today.

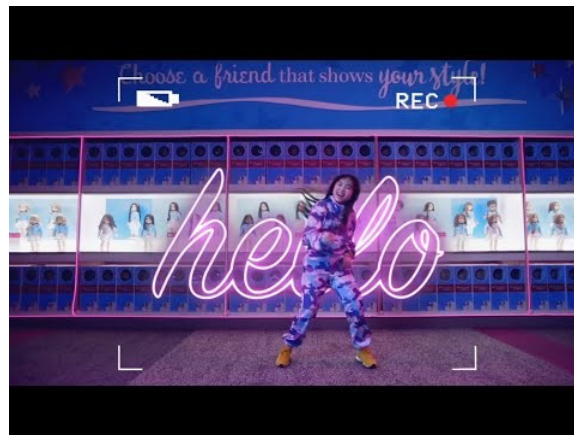
To prepare, we started with an internal celebration for our Majid Al Futtaim staff. This encompassed a brand takeover across our offices and a staff event hosted by local radio celebrity Kris Fade.

Images of SHARE in Majid Al Futtaim Offices and Internal Launch Event.



To come into the market looking and sounding our best...and make an impacting first impression. We created an anthem with lyrics celebrating life and sharing. The song, created by renowned producer Hasan Al Shafai, was called ‘Hala Bil Haya’ (‘welcome life’),

Video of ‘Hala Bil Haya’. Please Click Image to Watch the Video.



The SHARE anthem was performed live across our shopping malls and live streamed on all Majid Al Futtaim brands, social media channels and assets.

Video of our SHARE launch event in the Malls. Please Click the Image Below to Watch the Video.



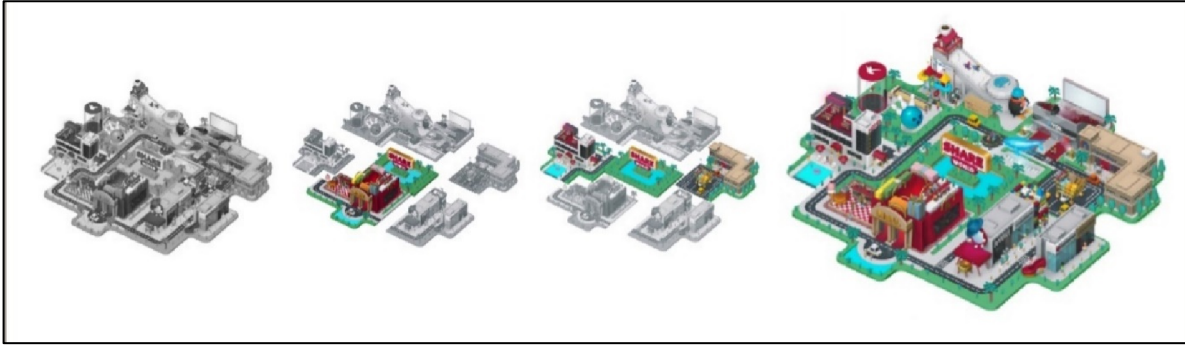
Throughout the first months of dating, every romance is filled with education: getting to know every aspect of your partner. For customers to fall in love with us, they needed to get to know us better.

We started with automated communications triggered by a customer’s join date. A series of unique interventions were slowly trickled over time ensuring our messages were easy to understand as we guided people deeper into our programme.

:SHARE Education Emails.



SHARE World and How 'Zones' Light Up.



First date to fully-fledged romance doesn't happen overnight. It takes time, patience and constant engagement.

On our journey to make every customer fall in love with us, this constant engagement was a massive piece of work. In our first three years, we created thousands of campaigns that ensure customers constantly engage with us.

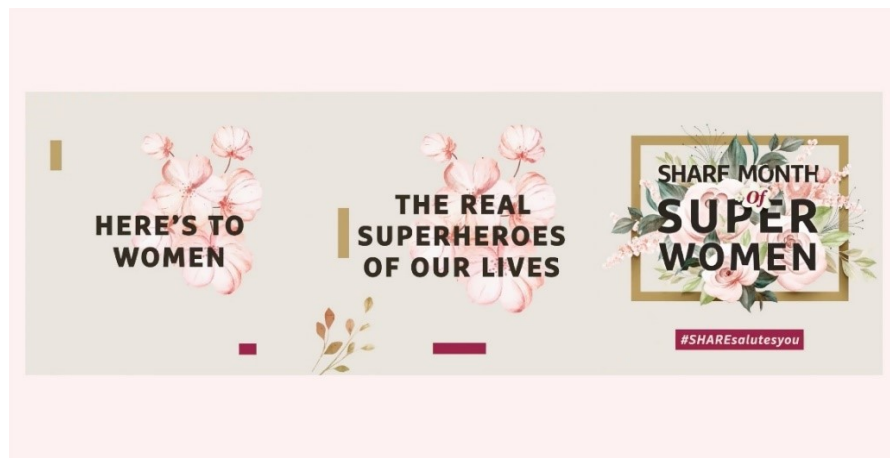
We wanted to make our first festive season extra special. We launched 'SHARE Surprises' which unlocked a month of daily gifts, offers, contests and surprises for members to enjoy.

SHARE Surprises Campaign with Contests/Gifts/Offers Unlocked Daily.



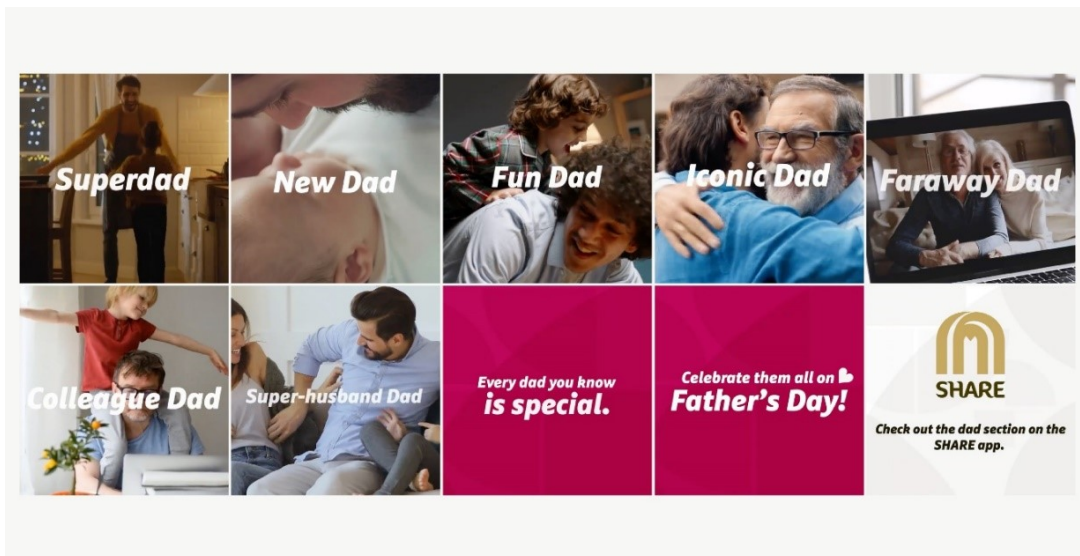
In March, International Women's Day (March 8th) and Mother's Day (March 21st) gave us the opportunity to amplify the incredible women in our members' lives; We asked our members to celebrate all types of women, nominate them, gift them or SHARE some love.

Our Month of Women Campaigns in March 2021 and March 2022.



Research showed that customers were twice as likely to celebrate Mother's Day versus Father's - so we pushed them to think differently. For Father's Day we inspired members to SHARE love with all the dads they know from a brother to a father to a friend.

Our Father's Day Campaign in 2022



Outside of the seasons, we wooed members by showing them that we were always there for them with ideas, inspiration, stories and more:

On weekends we shared fun ideas from spotlight movies to quirky new snacks.

Our Regular Movie of the Month and Snack of the Month.



We teamed up with renowned personalities to create recipes that customers could make at home.

Our Carrefour Recipes Being Cooked by Michelin-Star Chef Vineet Bhatia.



We asked members to SHARE their favorite books then created special bookstore offers to go with it.

Our Book Recommendations Campaign.



We celebrated Earth Hour with candle offers asking members to SHARE an hour of lights off.

Our Members During Earth Hour.



As part of any successful wooing process, you must sprinkle in elements of sheer delight.

When we hit our millionth member (achieving this 6 months earlier than forecast). We surprised her with one million SHARE points (~ AED 100,000).

Our Teams Surprising our Millionth Member with One Million Points.



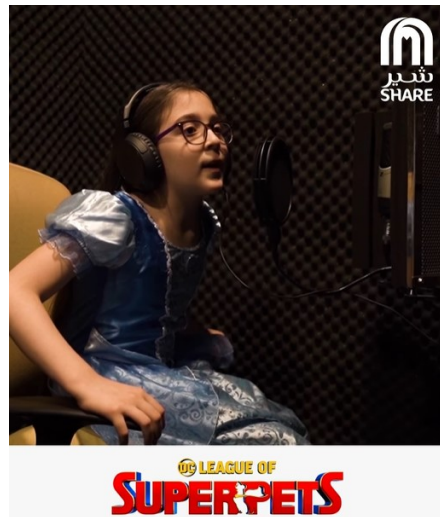
In December we launched 'SHARE Wishes'; asking members to nominate people in their lives who needed support and then went out to make these Wishes come true.

SHARE Wishes Coming True Across the UAE. Please Click to Watch the Video.





Our SHARE Member Leya in the Recording Studio for DC League of Super-Pets.



For any good romance to blossom, you need to show your partner you're there no matter what.

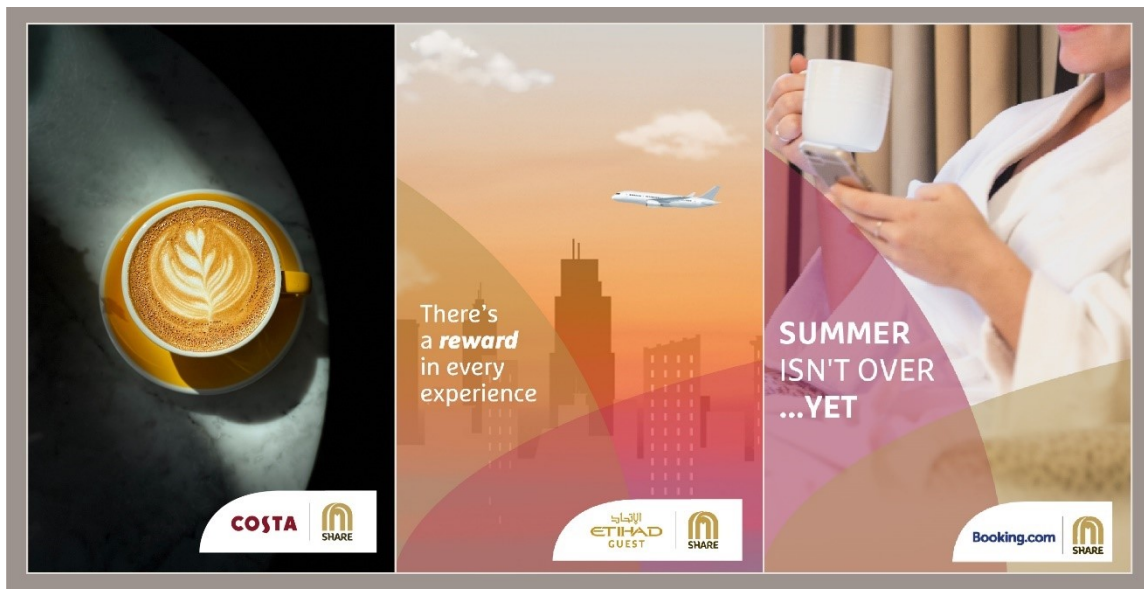
For SHARE, this moment came when the pandemic hit. In response we launched 'SHARE at Home'; giving members ways to have fun from home. We challenged them to create an at-home movie-night with our VOX Cinemas popcorn. We even created a contest asking our customers to design our new Carrefour reusable shopping bag.

Our SHARE@Home Campaign With At-Home Challenges



We end our romance journey with added value. To make our customers truly love us, they needed to see the full value we could bring. In 2021, our SHARE Product Team launched a Partnership Portfolio, bringing renowned brands into our ecosystem.

SHARE Partner Announcement Campaigns



PART 3: RISKS

- **Risk 1: New Brand, Unimpressed Customer**

As a new player with low brand awareness, audiences did not know us or like us yet. Without the comfort of having legacy brand reputation to back us up we risked annoying, irritating or confusing customers with our diverse engagement tactics.

- **Risk 2: Overstretching a New Brand**

SHARE's brand personality was still new. Pushing out the sheer volume of engagement tactics with different messages and partner brands risked stretching our brand in too many different directions and deter the ultimate goal of brand awareness.

- **Risk 3: With Engagement, You Still Need to Sell**

For SHARE to ultimately succeed, our customers had to use us constantly. There was a risk of skewing our marketing in one direction: either focusing too much on engagement and losing our ultimate goal of sales or becoming too tactical and failing to engage.

- **Risk 4: Lean Team, Leaner Budgets**

Our marketing team is very lean, with only 5 team members leading a massive effort from brand awareness to acquisition to usage to retention. Similarly, our budgets were finite despite the 1,000+ campaigns we put into market.

- **Risk 5: Many Brands, Many Voices**

SHARE's multitude of participating brands meant many brand personalities and voices. Each campaign had to adhere to the SHARE brand standards as well as those set by the brands we worked with (e.g. VOX Cinemas, Carrefour, LEGO, etc.). This risked confusing the SHARE brand and deterring its association to Majid Al Futtaim and our secondary brands.

PART 4: RESULTS

Our Team has put love, sweat, blood and tears to bring this beautiful brand to life. We're proud of the results to date and excited about how much more we're going to bring.

Strong Volumes and Conversions

In our first three years, we've led 3K campaigns and 5K below-the-line communications (email, push, SMS, in-app). This translates to 1,000 individual engagement pieces each year: almost 3 campaigns every day.

A Multi-Million Active Member Base

From our launch in 2019, it took SHARE four months to hit our 1 million members mark.

Three years later we continue to grow at a healthy rate and are about to hit 3 million SHARE members.

Growing Brand Strength

Since launch, where the SHARE brand index was below our key competitors, we have continued to grow our brand and now outperform many of them.

Growing Usage as Members Sign Up for Our App

We have convinced many of our members to download and use the SHARE app. Many of whom visit and engage with the app for transactions, offers and more. Around half of SHARE transactions are now via the SHARE app.

Love from Our Members

We are proud to have grown and maintained NPS scores of around 50 with satisfaction scores constantly over 80%. In 2021, customers in the UAE voted SHARE as the 'best rewards programme in Dubai' at the Bayut Your Home, Your Choice Awards.

Bayut Official Announcement Introducing SHARE as Best Rewards Programme in Dubai.



PART 5: HOW WE IMPACT REPUTATION/IMPORTANCE OF THE MARKETING INDUSTRY

We hope our successes outline that every successful product must be backed by strong marketing and customer engagement. A new offering is only as good as how you well you engage customers with it.

We want to highlight the power of collaboration. None of these successes would be possible without our Marketing internally and externally and is just the start of what teamwork can achieve. Can you imagine the power that Marketers will have if they come together more often?

We hope our campaign sheds light on the importance of customer engagement. Many still view 'marketing' as solely advertising. We want every business to know that below-the-line customer engagement is a crucial part of any marketing strategy.

Lastly, we want to highlight the need of human touch in the world of automation. Many are turning to triggered and automated marketing. You can automate what a customer wants to buy for Mother's Day, but you also have the opportunity to evoke strong emotions in the word 'Mother' and inspire nominations for Super-moms! And, of course, no automation can account for unprecedented events like COVID-19.