

Πίνακας Νικητών

LOYALTY AGENCY OF THE YEAR

Warply

LOYALTY BRAND OF THE YEAR

ΠΑΠΑΣΤΡΑΤΟΣ OPEN

Κατηγορία	Εταιρεία - Project	Βραβείο
Ενότητα: Best in Loyalty & Engagement		
Banking	Τράπεζα Πειραιώς Check In Class Notes	GOLD
	Eurobank €πιστροφή	SILVER
	Εθνική Τράπεζα της Ελλάδος - Τομέας Διαχείρισης Προγραμμάτων Πιστότητας	SILVER
Insurance	Warply - Anytime Anytime Club	BRONZE
Energy	Qivos - OVO Energy Boost Rewards	SILVER
	Warply - EKO EKO App	BRONZE
Telecom	COSMOTE 360° Loyalty Program	GOLD
Automotive	Carglass® Club	BRONZE
Food Retail	AB ΒΑΣΙΛΟΠΟΥΛΟΣ AB Plus	GOLD
	Qivos - Viva Fresh Family	SILVER
	Masoutis Visa by Eurobank	BRONZE
Electronics & Home Appliances	Warply - LG Hellas LG B2B ACADEMY Club	SILVER
Home & Furniture	Warply - Praktiker myPraktiker	GOLD
	LEROY MERLIN club	BRONZE
Fashion & Beauty	Qivos - Galerie de Beauté Club de Beauté	BRONZE
Food & Beverage	Everest Bite Club	GOLD
	Warply - Pernod Ricard Jameson J-Club	SILVER
	Goody's Burger House All star Club	BRONZE
Most Innovative Initiative	Τράπεζα Πειραιώς Check In Class Notes	GOLD
	Everest - Pobuca - Atcom Everest Bite Club	SILVER
	Pobuca GANT: GANT Club	BRONZE
Ενότητα: Best New Product / Service Loyalty Initiative		
Best New Product / Service Loyalty Initiative	ΑΤΤΙΚΑ GROUP - Seasmiles Kiosk - Loyalty onboarding innovation Loyalty Seasmiles	GOLD
	Εθνική Τράπεζα της Ελλάδος - Τομέας Διαχείρισης Προγραμμάτων Πιστότητας go4more	GOLD
	Warply - LG Hellas LG B2B ACADEMY Club	BRONZE
Best in E-commerce	METRO AEBE - MY MARKET	GOLD
	Everest - Atcom	BRONZE
Best in Omnichannel	Warply - GERMANOS	GOLD
	ΠΑΠΑΣΤΡΑΤΟΣ OPEN	SILVER
	METRO AEBE - MY MARKET	BRONZE
Best B2B Initiative	Pobuca - Schneider Electric mySchneider Rewards	GOLD
	Warply - ΚΑΥΚΑΣ Πρόγραμμα Επιβράβευσης ΚΑΥΚΑΣ	SILVER
	METRO AEBE - METRO CASH&CARRY FOCUS BONUS	BRONZE
Best Use of Rewards & Incentives	ΠΑΠΑΣΤΡΑΤΟΣ OPEN	GOLD
	Warply - EKO EKO Racing 100 contest	SILVER
	Warply - Frezyderm myFrezyderm	BRONZE
	ΟΛΥΜΠΙΑΚΗ ΖΥΘΟΠΟΙΑ - Sheepfish DraughtMaster™ Club	BRONZE
Best Partnership Initiative	Qivos - Balfin Happy Loyalty Program	GOLD
	Eurobank - Lamda Development YES Visa	SILVER
	Warply - Anytime Anytime Club	BRONZE

Best Use of Brand Advocates & Influencers	ΑΒ ΒΑΣΙΛΟΠΟΥΛΟΣ	GOLD
	Eurobank Έπιστροφή Mastercard	SILVER
	Τράπεζα Πειραιώς Check In Class Notes	BRONZE
Best CSR	Warply - Ecoelastika	GOLD
	NJV Athens Plaza Hotel	SILVER
	Warply - ΕΚΟ ΕΚΟ App	BRONZE
Ενότητα: Best Use of Marketing & Communication		
Best Marketing Campaign	Everest Bite Club	SILVER
	Eurobank Χριστουγεννιάτικη καμπάνια Έπιστροφή	SILVER
Best Direct Marketing Campaign	LEROY MERLIN club	GOLD
	ΑΒ ΒΑΣΙΛΟΠΟΥΛΟΣ "Κάθε επίσκεψη μετράει"	SILVER
	Qivos - Galerie de Beauté Club de Beauté	BRONZE
Best Experiential / Live Marketing Campaign	Allbright Advertising Lay's Music Game App @ Release Athens 2019	BRONZE
Best Use of Social Media	Eurobank Έπιστροφή Mastercard	GOLD
	Everest Bite Club	SILVER
	Τράπεζα Πειραιώς yellow	BRONZE
Best Promo Campaign / Contest	ΠΑΠΑΣΤΡΑΤΟΣ OPEN	GOLD
	Warply - Εθνική Τράπεζα της Ελλάδος Go4More app VALENTINE by HEART	SILVER
	Warply - Eurobank Έπιστροφή Darts of Love	BRONZE
Best Short-Term Initiative	Qivos - Galerie de Beauté: Club de Beauté	GOLD
	ΑΤΤΙΚΑ GROUP - Blue Star Ferries #Thaksanartha	SILVER
	Eurobank Cobrand YES Visa	BRONZE
Ενότητα: Best Use of Digital Technology		
Best Use of Mobile	Τράπεζα Πειραιώς Check In Class Notes	GOLD
	ΟΛΥΜΠΙΑΚΗ ΖΥΘΟΠΟΙΙΑ - Sheepfish DraughtMaster™ Club Mobile App	SILVER
	Warply - Praktiker myPraktiker	BRONZE
Best Use of Gamification	Warply - Εθνική Τράπεζα της Ελλάδος Go4More app VALENTINE by HEART	GOLD
	Everest - Pobuca Everest Bite Club	BRONZE
Best Use of CRM	ΠΑΠΑΣΤΡΑΤΟΣ OPEN	GOLD
	Εθνική Τράπεζα της Ελλάδος - Τομέας Διαχείρισης Προγραμμάτων Πιστότητας	SILVER
	Everest - Velti Goody's Burger House	BRONZE
Best Use of Business Analytics	ΠΑΠΑΣΤΡΑΤΟΣ OPEN	GOLD
	Goody's Burger House	SILVER
	QIVOS - WITSIDE Insights+ for QIVOS Cloud powered by WITSIDE & Qlik	BRONZE
Best Use of Digital Onboarding	ΑΒ ΒΑΣΙΛΟΠΟΥΛΟΣ AB Plus	SILVER
	ΑΤΤΙΚΑ GROUP Seasmiles	BRONZE
Best In-house Loyalty Team	Ομάδα Cards Issuing & Loyalty program της Eurobank	GOLD
	ΑΒ's In-House Loyalty Team - Loyal to customers	SILVER
	Goody's Everest Group of Companies	BRONZE



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