

# The five golden rules of loyalty - the TLC Marketing perspective

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"Ask not what your customers can do for you. Ask what you can do for your customers." This was one of the five golden rules of loyalty communicated by Preneshen Munian, Agency Director of TLC Marketing Africa, to delegates who attended the annual Brand equity and Customer Loyalty conference in Johannesburg last week.

The conference highlighted the most important aspects regarding branding strategies, loyalty programmes, customer retention, partnerships, implementation, technology, brand equity, technology advancements in South Africa and how it affects the industry and measuring these brand and loyalty programmes. Preneshen also went on to emphasise that brands need to ensure that their loyalty schemes suits their clients' needs and that "it's not about the customer being loyal to you, but you being loyal to the customer".

TLC Marketing has over 20 years of experience in delivering successful campaigns ranging from loyalty platforms to added value consumer incentives by using intelligence from 14 international offices as part of the TLC Marketing Worldwide Group.



*Preneshen Munian - Agency Director*

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Media Contact: Supriya Singh on 011 676 7700 or [Supriya.singh@tlcmarketing.com](mailto:Supriya.singh@tlcmarketing.com)

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