

TLC Marketing's healthy partnership with Fitbit

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TLC Marketing Worldwide has signed wearable tech brand, Fitbit, as part of their global partnership portfolio.



Fitbit, who are market leaders in wearable fitness technology, have joined forces with the leading creative rewards agency, to offer TLC clients the opportunity to reward their customers with a *free* Fitbit product.

TLC Marketing's Chairman, Nick True commented: "There's an enormous opportunity in connected health and fitness, so we are thrilled to add Fitbit to our global partnership portfolio. More and more customers are taking a proactive approach and responsibility for their own health and fitness, and wearble tech, smartphones and apps are rapidly becoming key user platforms. We've got a couple of our clients eager to use the products in their marketing campaigns already - so watch this space."

TLC has a portfolio of over 40,000 partners and a global partnership portfolio that includes brands such as Universal Music and Wuaki TV.

Simon Rogers at Fitbit said: "We're delighted to formalise this global partnership with TLC Worldwide - giving us access to TLC's existing brand relationships with over 50 of the top global brands* and getting our products in the hands of even more consumers."

TLC Marketing is the world's leading promotional marketing agency, delivering as over 20 years' worth of successful campaigns ranging from loyalty platforms to consumer incentives by using intelligence from 13 international offices as part of the TLC Marketing Worldwide Group.

For more information, please visit www.tlcmarketing.com.

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TLC Worldwide Africa



TLC Worldwide Africa is a global MarTech solution that rewards consumer behaviour with experiences. For 30 years, we've been connecting people with experiences that match their passions. The uniqueness of our business model is doing this for a fraction of the cost, making it commercially viable for brands to offer free experiences to their consumers as a reward for sales, engagement, and retention.

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