

FRIESLANDCAMPINA EUROSPAREN WINS IN LONDON!

Magneds traveled together with FrieslandCampina to the presentation of the prestigious [Loyalty Magazine Awards](#) (in London, June 19th). These awards are given for excellence, innovation and best practice in the loyalty industry across the world.

From a selection of strong international finalists, [Eurosparen](#), as the largest FMCG loyalty platform in the Netherlands, has won the award for best loyalty program within Food Retail.



What the judges said...

“An impressive example of FMCG loyalty that provides a customer connection on various unique channels and allows this dominant fastmover to achieve personal relationships with individuals across multiple brands.”

FrieslandCampina Eurosparen

With over 1.2 million consumers (16% of Dutch households) participating, Eurosparen is the biggest FMCG loyalty platform in the Netherlands. The platform developed from a plain reward program in 2009 to a complete consumer activation platform nowadays. Eurosparen enables all FrieslandCampina brands to interact with their customers on various unique channels. But more importantly, it enables them to get to know their consumers on a personal level.

Thanks to year round unique on-pack codes (SKU level) FrieslandCampina is able to digitalize all shopper activations and collect data such as product and category, pack size, frequency and penetration, and connect this to a personal account (consumer). This gives them a chance to optimize all marketing and sales activities and serve the consumer even better.

Last year Magneds won together with Heineken a record of 4 Loyalty Magazine Awards for 'Heineken Biertegoed'.

Magnedsnewsroom