A LEADING MEDIA & ENTERTAINMENT GROUP · MEDIA & ENTERTAINMENT | CUSTOMER LOYALTY

One membership that works across all five brands

How a Philippines entertainment and leisure group put music retail, theme parks, restaurants, transport and hotels behind a single member ID, lifting cross-brand spend 3.4x and cross-brand transacting members 42%.

42%	3.4x	28%
Members transacting across two or more brands	Higher annual spend from cross-brand members	Lift in repeat visits to entertainment venues

CAPABILITIES USED

CUSTOMER LOYALTY

Group-Wide Member ID & Points Engine

One member identity and one points wallet spanning music retail, theme parks, F&B, transport and hospitality, so a park visit earns value a restaurant can honour, and the group sees a single customer rather than five.

INTEGRATION

Closed-Loop POS Validation & Legacy Bridge

Real-time voucher validation at POS across modern venues, with SFTP and batch upload paths for legacy systems like the transport arm, so no brand is held back by the oldest stack in the group.

THE CHALLENGE

The same customer, counted five separate times

The group's brands shared almost no data. A family that visited a theme park on Saturday and ate at a group restaurant that evening looked like two unrelated strangers to the business, not one household. Each brand ran its own engagement, on its own stack, with its own idea of who a valuable customer was. Entertainment venues, where visit frequency is the entire business model, had the least visibility of all.

- **Create a single member identity** - across every brand and venue
- **Let points earned in one brand** - carry real value in another
- **Validate redemption at POS in real time,** - not by end-of-day reconciliation
- **Accommodate legacy systems** - without holding the rollout hostage to them

COMPANY PROFILE

INDUSTRY
Media & Entertainment

PROGRAM
Group-Wide Coalition Loyalty

REGION
Philippines / Southeast Asia

USE-CASE
Coalition Loyalty

THE SOLUTION

One membership across everything the group owns

The group moved all five brands onto Xoxoday Loyalife as a coalition program. One member ID and one wallet replaced five disconnected systems, with cross-brand earn, burn and analytics built in.

A theme park visit now funds a restaurant meal, and status reflects total group engagement, not activity at one brand. Members transacting across two or more brands rose to 42%, spending 3.4x more annually than single-brand members.

Redemption stayed closed-loop first, with open-loop e-vouchers as a backup. The rollout was sequenced so slower systems would not hold up faster ones: modern venues went live on real-time API validation, while the transport arm joined on SFTP and batch upload. All five brands were live within 12 weeks.

- **Single member ID:** - one identity resolved across music retail, parks, F&B, transport and hospitality
- **Cross-brand earn and burn:** - points accrued at any brand redeemable at any other, with brand-level settlement handled centrally
- **Tiering on group behaviour:** - status reflects total group engagement, not single-brand spend
- **Closed-loop POS:** - real-time voucher validation at park gates, restaurant tills and hotel front desks
- **Open-loop optional:** - local e-vouchers for members who want flexibility
- **API-first for modern venues, SFTP for legacy:** - the transport arm participates on batch files while its stack is modernised

THE RESULTS

One member. Five brands. Value that moves between them.

Unifying identity changed what the group could see, and therefore what it could sell. The most valuable customers turned out to be the cross-brand ones: families whose leisure spend was already split across parks, dining and hotels, but who had never been recognised as a single relationship.

Once points moved between brands, the group could route a park visitor toward a restaurant, or a hotel guest toward a park, at a fraction of what acquiring a new customer costs. That is the 3.4x and the 42% in practice: existing customers spending in more places, not new customers found.

Takeaway: for a multi-brand group, the loyalty program is not a retention tool. It is the identity layer. Without it, every brand keeps paying full price to acquire a customer the group already has.

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