

PAYBACK – THE BRAND

INGREDIENT BRAND



MANY PARTNERS. ONE CURRENCY



PAYBACK Coalition



Offline:



Online:



The 4 Essentials



1. LOGO



PAYBACK

2. POINTEES & TEASERS



**+500
PUNKTÓW**



The 4 Essentials



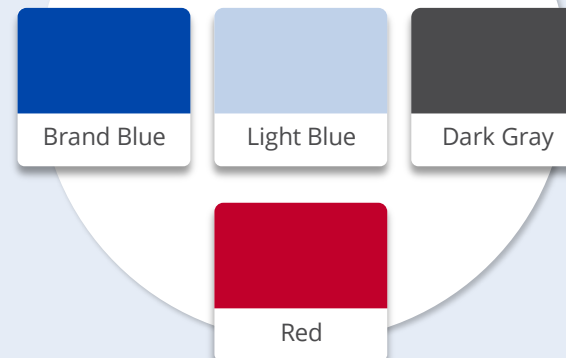
1. LOGO



2. POINTEES & TEASERS



3. COLORS



4. TYPOGRAPHY

PAYBACK Light
PAYBACK Regular
PAYBACK Bold
PAYBACK SCRIPT



FUN

- PAYBACK is fun
- We at PAYBACK don't take ourselves too seriously
- PAYBACK makes you smile



SIMPLE

- One program, many partners
- Easy to understand
- Easy to use



RELEVANT

- Desirable partners
- Desirable points
- Desirable offers



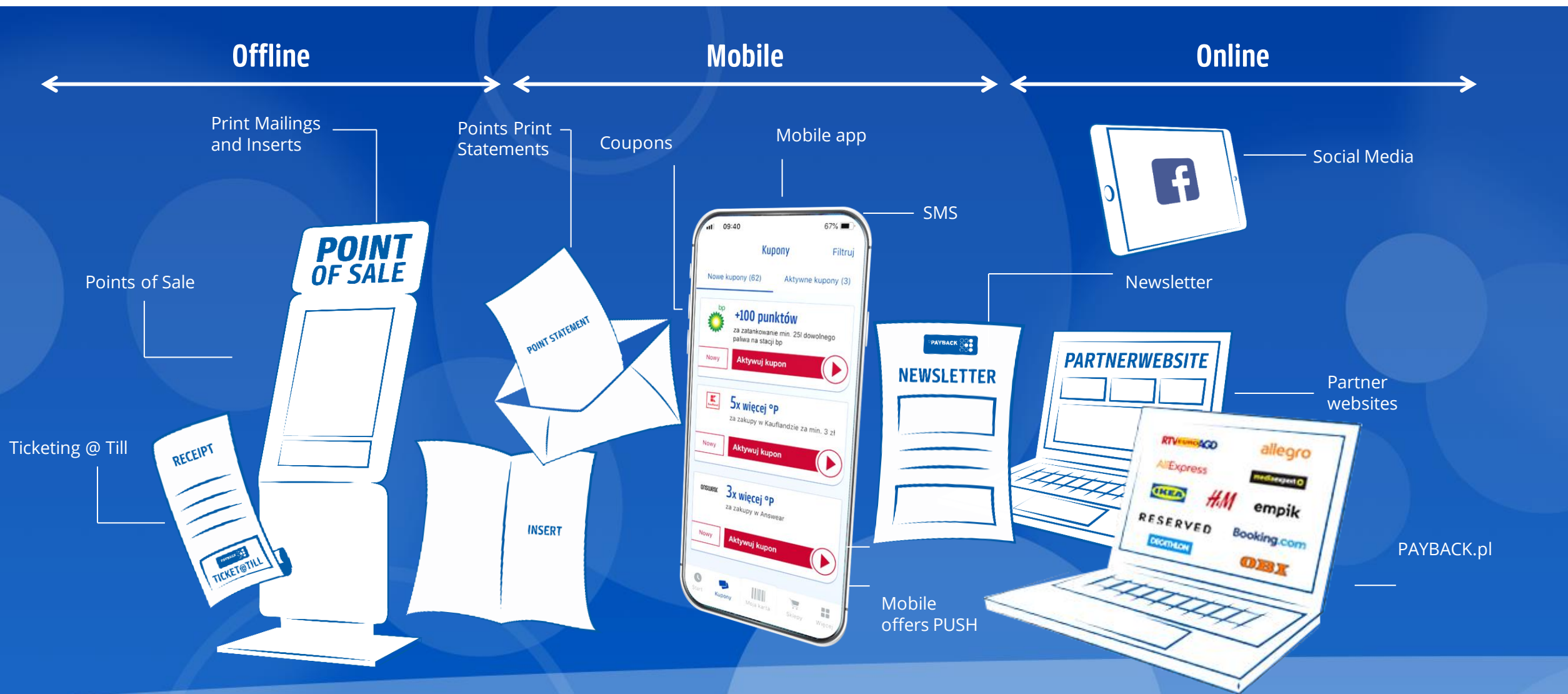
TRUSTWORTHY

- Strong brands
- Reliable Service
- Transparent data protection

PAYBACK tools

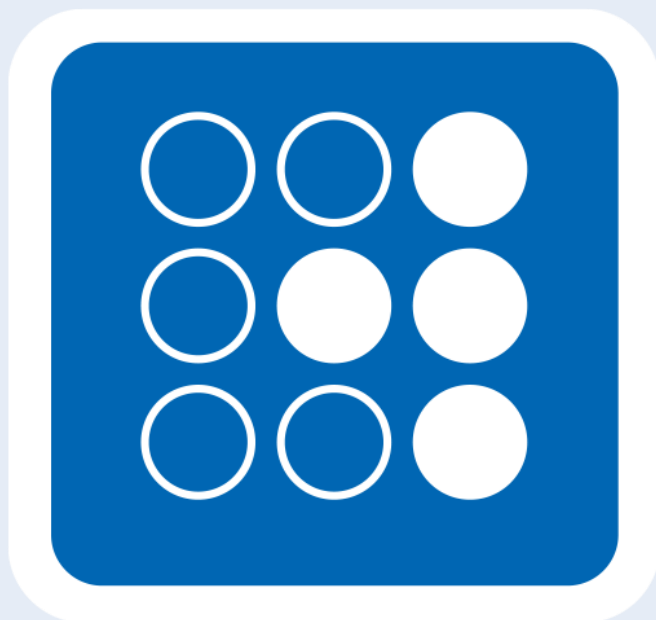
to meet the challenges

As one of the largest multichannel platforms worldwide

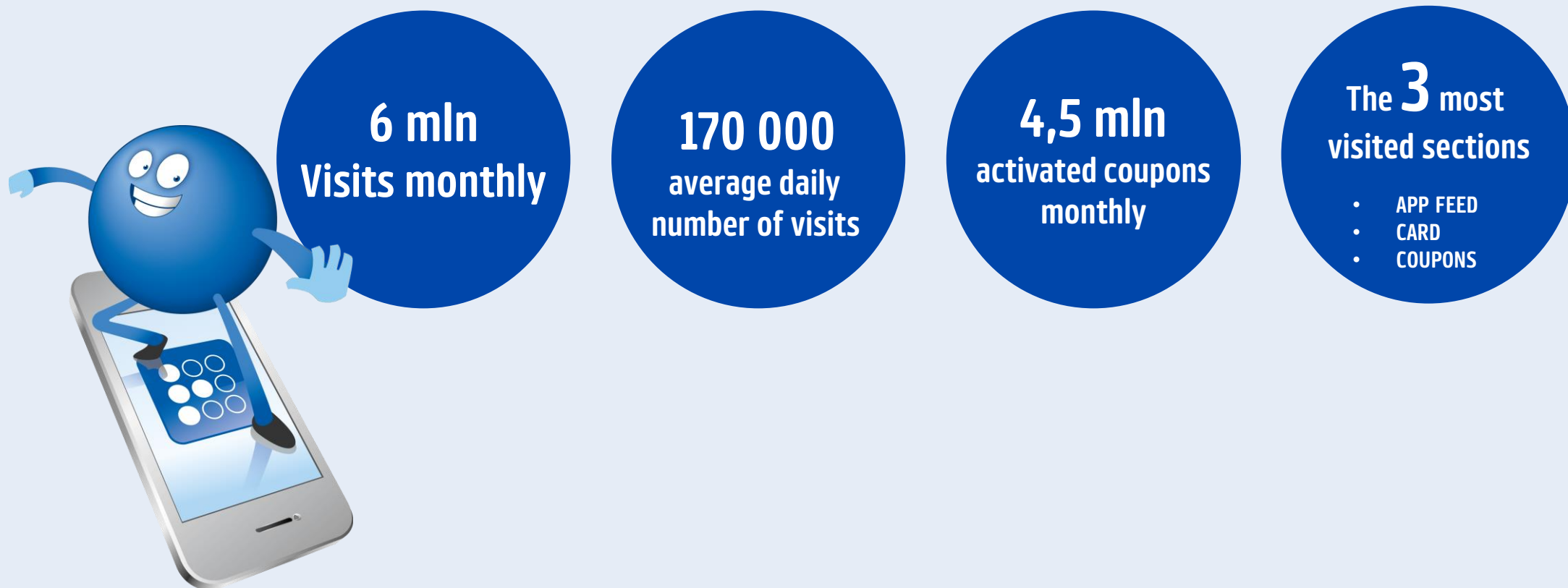


MASSIVE APP ATTACK

PAYBACK APP



1 mln active users!

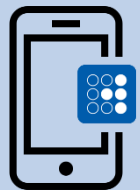


Goals

MAIN KPI's



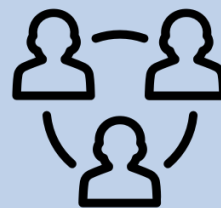
Mobile APP



Enrollment



Multi partner



Member engagement



Active cards L12M,
Coupon users
Affiliate shoppers

Marketing team

Katarzyna Grzywaczewska
Marketing Director

**Marketing
Strategy**



**Marketing
Communication**



**Product
& UX**



**SEO &
SoMe**



The most common mistakes 😊

~~PŁACENIE PUNKTAMI~~ ~~(pay by points)~~

Wymiana punktów na zakupy/nagrody
(redeem your points for shopping)

~~PayBack, payback, Payback~~

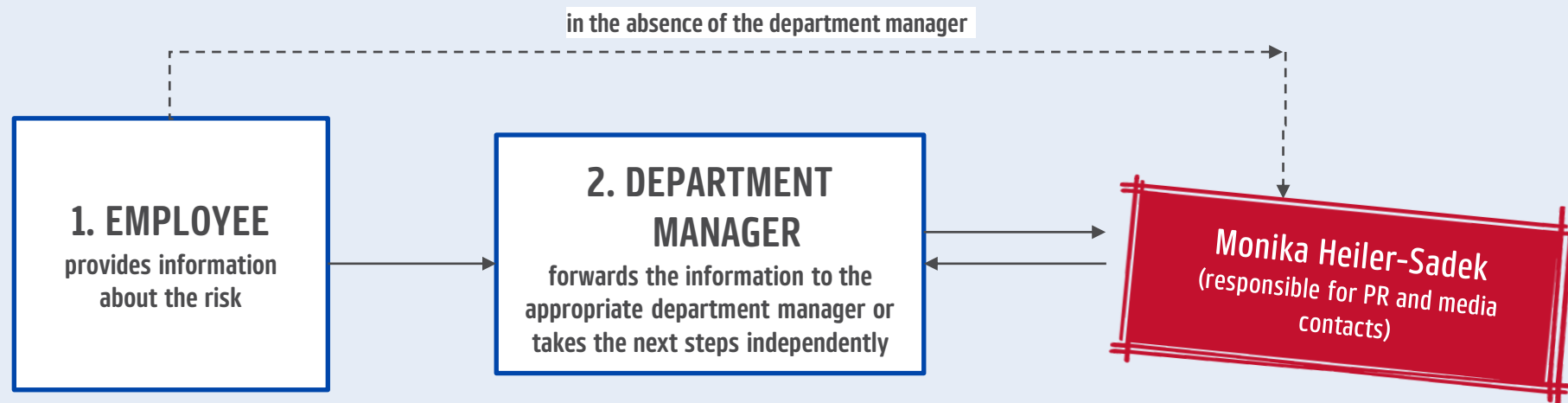
PAYBACK

Eligibility to share information

Employees aren't allowed to share information about the company with journalists or other persons outside the company

The answer should be polite but firm:

"I am not authorized to answer any questions. Please provide your name and phone number, someone will contact you shortly."



Thank you!

