

## **The Triangle of Win**

***A classic example of Access Pricing - one of the most cost-effective tools in a loyalty marketer's toolkit - offering a benefit only to selected, profitable, loyal customers.***

by Brian Woolf (March 6, 2008)

*You deserve a break away!*

This paraphrasing of McDonald's jingle (of almost four decades ago!) rang the doorbell to my memory while on a recent trip to Europe. As a perpetual student of how to use differentiation to strengthen a retailer's brand, I was delighted to discover a creative loyalty builder, one that has been working successfully since the start of the century.

The concept is simple: a retailer offers qualified customers the opportunity to *Take a Break Away* at an Every Day Low Price (one lower than those offered by the well-known web hotel price discounters). It's a classic example of Access Pricing, one of the most cost-effective tools in a loyalty marketer's toolkit - offering a benefit only to selected (ie, profitable, loyal) customers.

In fact, the only cost to the retailer, I discovered, is promoting the *Break Away*. The behind-the-scenes, low-key program provider, *Loyaltybuild*, negotiates the volume supply of rooms from hotels and motels and operates the room-booking platform. The booking fee it charges the hotels and motels covers its costs and profit requirements.

It struck me as the *Triangle of Win* because:

1. The customer wins by taking a *Break Away* at a lower-than-regularly-available price,

2. The retailer wins because this sector-exclusive offering in its own name builds both customer and brand loyalty, and
3. The hotels and motels win by increasing their occupancy rates and contribution to profits.

From a customer's perspective, what impressed me most were the program's simplicity and ease of operation. Room bookings (offered as 2-people, 2-night Break Aways) are made in an unbelievably simple 1-2-3 step process. The 3-4 star accommodation range offered is all at the same EDLP rate, regardless of star rating (with one fixed price for summer, another for winter.) The *Break Away* accommodation offering is within driving distance of the retailer's market area, although most of the European retailers offering this program featured additional *Break Aways* in favorite cities like Paris.

And the program is not just for retailers. An insurance company offers the program as a nice *thank you* reward to its customers. I could imagine banks seeking to strengthen customer ties doing likewise.

Like Tesco's clever but accurate understatement, *Every little helps*, this program, too, serves as yet another arrow in a smart retailer's quiver of differentiated loyalty builders. As we all know, it's not just one differentiated benefit that builds customer loyalty, it's the combination of benefits, all easy-to-understand and executed well. *You deserve a break away* captured my imagination and fills that requirement.

Copyright © Brian Woolf

---

## **About the author...**

Brian Woolf is a global leader in loyalty marketing and has written three definitive works on the subject, *Measured Marketing: A Tool to Shape Food Store Strategy*, *Customer Specific Marketing*, and *Loyalty Marketing: The Second Act*. He devotes his time to helping retailers develop, critique and strengthen their loyalty programs.

---

## And there's more where this came from...

Visit us on the web for our complete collection of loyalty marketing articles, insights and practical advice, at

[www.brianwoolf.com](http://www.brianwoolf.com)

E: [brian@brianwoolf.com](mailto:brian@brianwoolf.com)

T: +1 864 458-8277

*Retail Strategy Center Inc.  
6 Parkins Lake Court,  
Greenville, SC,  
29607-3628  
USA*

***For more customer loyalty articles and research, we also recommend:***

**The Wise Marketer** - free loyalty marketing news & research - [TheWiseMarketer.com](http://TheWiseMarketer.com)

**The Loyalty Guide** - the complete guide to loyalty marketing - [TheLoyaltyGuide.com](http://TheLoyaltyGuide.com)

**Colloquy** - customer loyalty news and webinars - [Colloquy.com](http://Colloquy.com)

**Loyalty 360** - customer loyalty news and webinars - [Loyalty360.org](http://Loyalty360.org)