

RESEARCH A LOYALTY SCHEME BEFORE THE NEXT SESSION

Which loyalty scheme did you choose to research?	
Give a brief description of the scheme, and the benefits it offers.	
What (if anything) do you like about this loyalty scheme and the benefits it offers?	
What (if anything) do you like about the marketing and branding of the scheme?	
Was there anything you don't like about the scheme that you would change to make it more appealing to your age group?	

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