



Shopper Marketing

An Official News Publication of the **INSTITUTE**
www.youmarketing.org

Merchandising inspiration from around the globe

August, 2010



JAPAN

Japan Green Stamp Co., Tokyo, is the No.1 shopper loyalty program in Japan, serving more than 17 million households and 23,000 stores. The program uses loyalty cards and prints semi-personalized offers at checkout, with purchases earning shoppers' points that can be redeemed for products from the JGS catalog (pictured at left) or for in-store discounts.

In June, the company partnered with San Francisco-based **YOU Technology** to make the program digital. Now, shoppers will be rewarded with offers based specifically on their preferences and purchase history, and retailers will be able to collect shopper data down to the SKU level (previously, only the number of store visits and amount spent were tracked). The new program also allows shoppers to use their points in-store or online.



YOU Technology Brand Services
1701 Gateway Blvd., Suite 101 ♦ South SF, CA 94080
Phone: 650.624.3800 ♦ Fax: 650.624.3899
Email: brandinfo@you.net ♦ www.you.net

YOU Technology Retail Services
1625 South Congress Avenue ♦ Delray Beach, FL 33445
Phone: 561.454.7600 ♦ Fax: 561.265.2493
Email: retailinfo@you.net ♦ www.you.net