

Loyalty Program Concepts

CHRISTINE TEDESCO

COPY MANAGER

TAYLOR MOORE

ART DIRECTOR

Welcome to
**POINT
PLACE**

*Celebrate
your way
to rewards*

★ macy's

TIER 1A: BLOCK PARTY



WELCOME TO THE NEIGHBORHOOD
\$1-\$499

TIER 2: PARADE



GET IN ON THE FUN
\$500-\$1199

TIER 3: FIREWORKS



IT'S PARTY TIME!
\$1200+

TIER 1B: FLOWER SHOW



**FLOWER
SHOW**

WELCOME TO BLOOM TOWN
\$1-\$499

TIER 2: PARADE



PARADE

GET IN ON THE FUN
\$500-\$1199

TIER 3: FIREWORKS



FIREWORKS

IT'S PARTY TIME!
\$1200+

★ macy's

Check Point

Your way to rewards



TIER 1: ROADWAY



WHERE THE JOURNEY BEGINS
\$1-\$499

TIER 2: RUNWAY

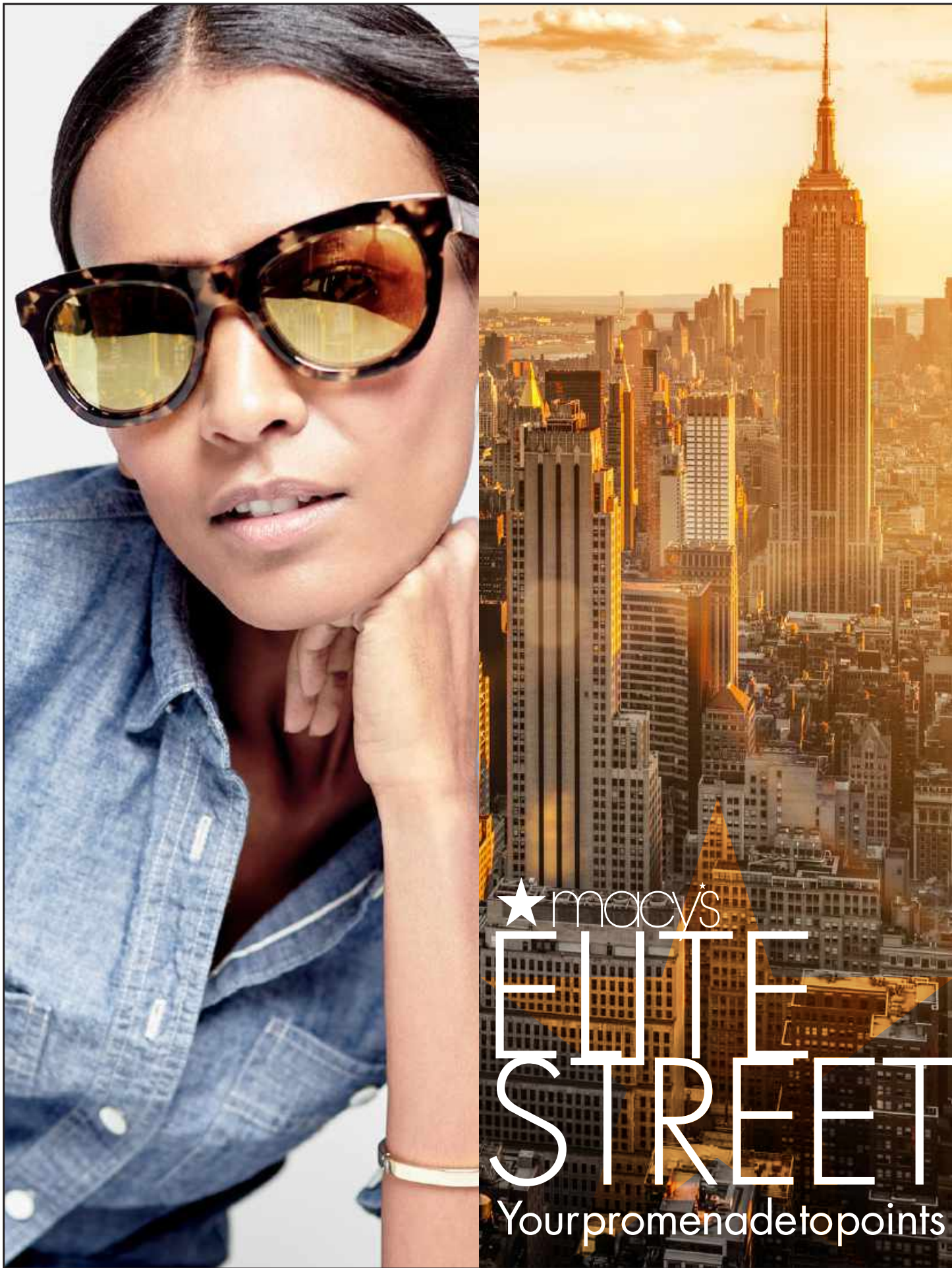


GET READY FOR TAKEOFF
\$500-\$1199

TIER 3: ROCKETWAY



YOU'VE REACHED THE STARS
\$1200+



★ macy's
ELITE
STREET
Your promenade top points

TIER 1: MADISON AVE.



Madison Ave.

START OFF IN STYLE
\$1-\$499

TIER 2: FIFTH AVE.



Fifth Ave.

AN EASY UPGRADE
\$500-\$1199

TIER 3: PARK AVE.



Park Ave.

THE ULTIMATE ADDRESS
\$1200+



POINT STAR

Your front row ticket to rewards



TIER 1: CHORUS



YOUR START TO STARDOM
\$1-\$499

TIER 2: DIRECTOR



YOU'RE CALLING ALL THE SHOTS
\$500-\$1199

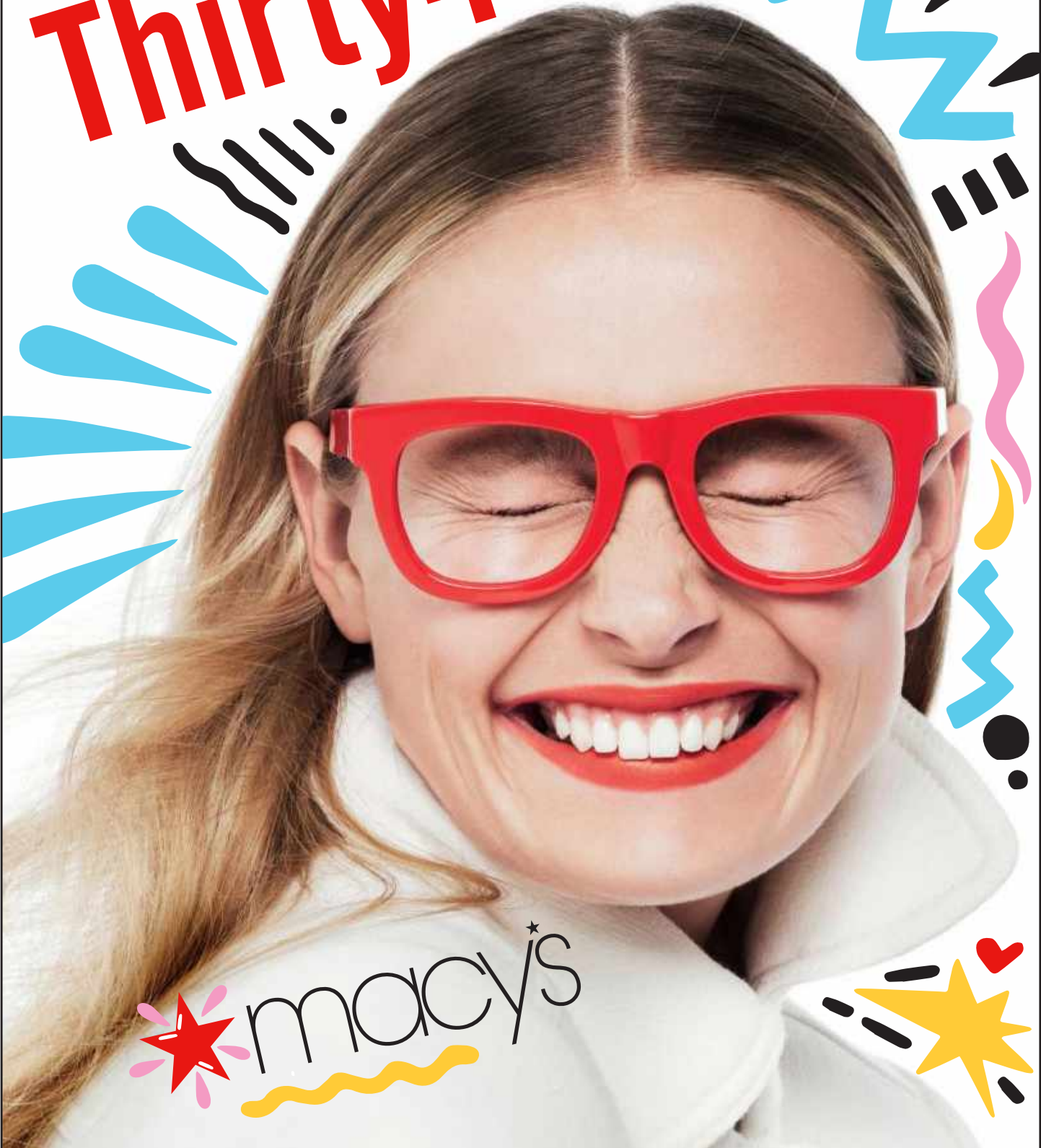
TIER 3: PRODUCER



YOU'RE THE STAR MAKER
\$1200+

**Club
Thirty4**

Where
rewards
happen



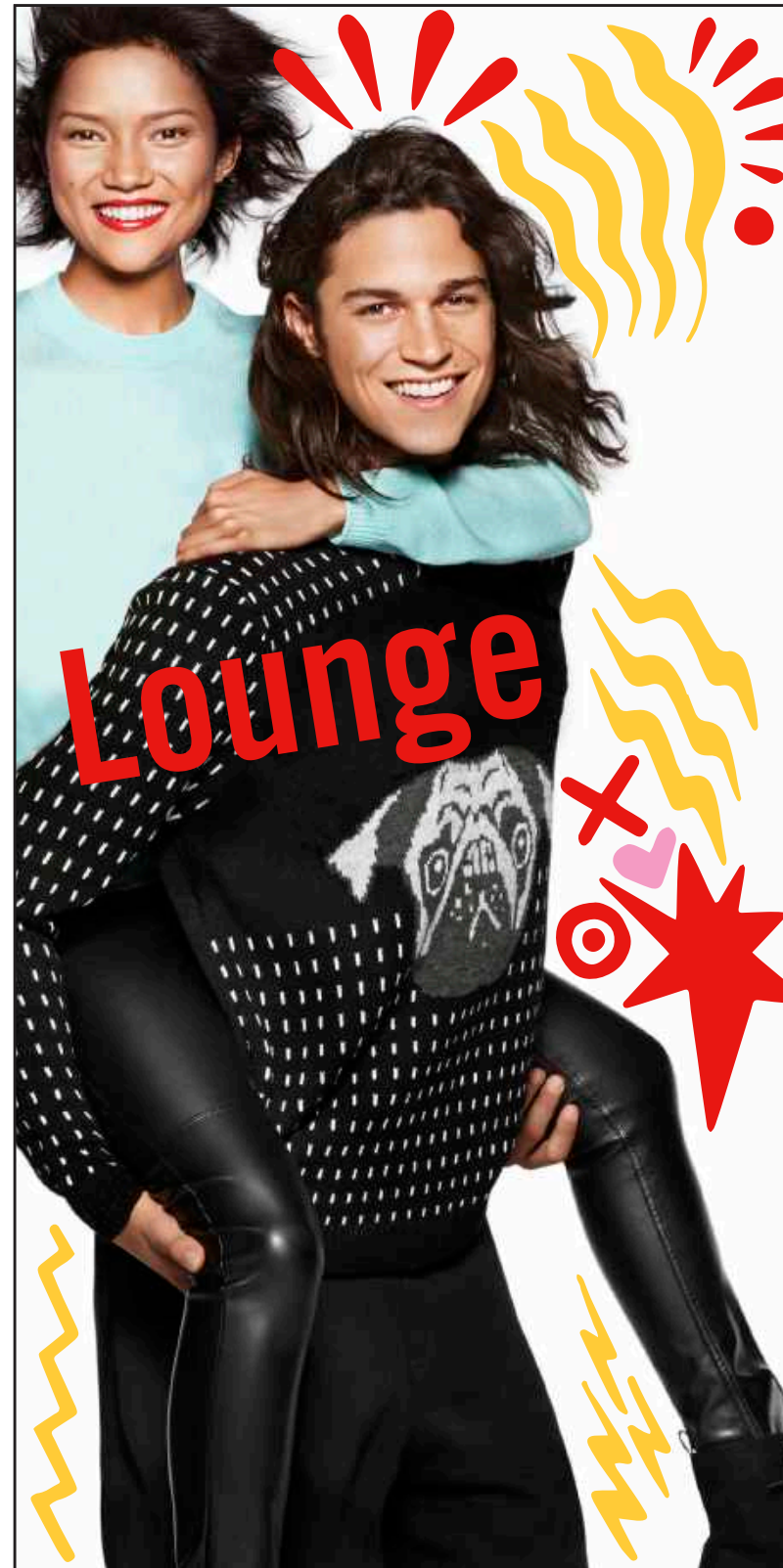
 macy's

TIER 1: LOBBY



GET THE PARTY STARTED
\$1-\$499

TIER 2: LOUNGE



OWN THE DANCE FLOOR
\$500-\$1199

TIER 3: VIP



RAISE THE ROOF
\$1200+



THE
HERALD
CLUB

Where your rewards
are waiting

★ macy's

TIER 1: STUDIO



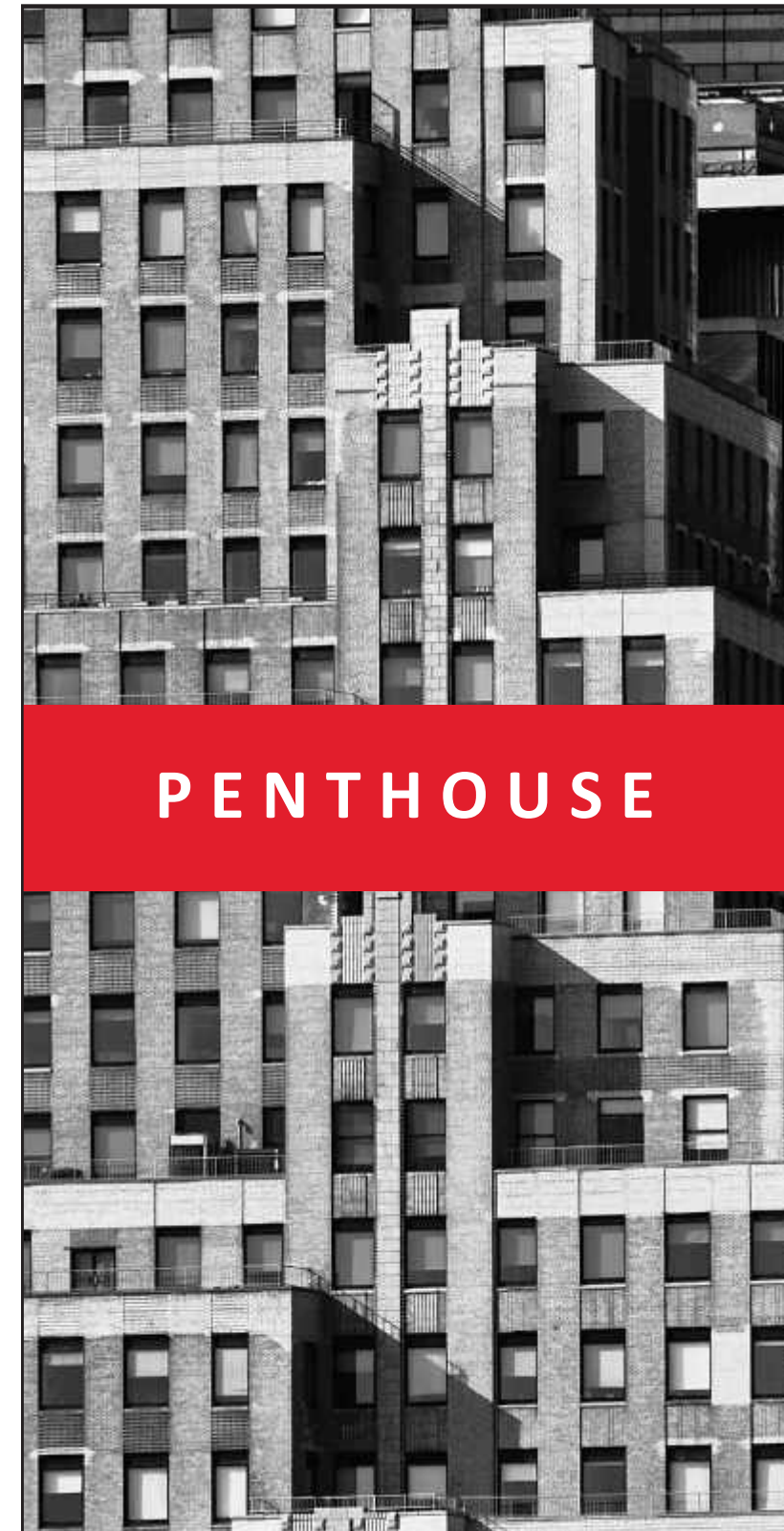
THE PERFECT PLACE TO START
\$1-\$499

TIER 2: TOWNHOUSE



MOVING UP
\$500-\$1199

TIER 3: PENTHOUSE



LIVE THE HIGH LIFE
\$1200+

Rocket Rewards

The fastest way to pick up points!

★ macy's



TIER 1: MOON



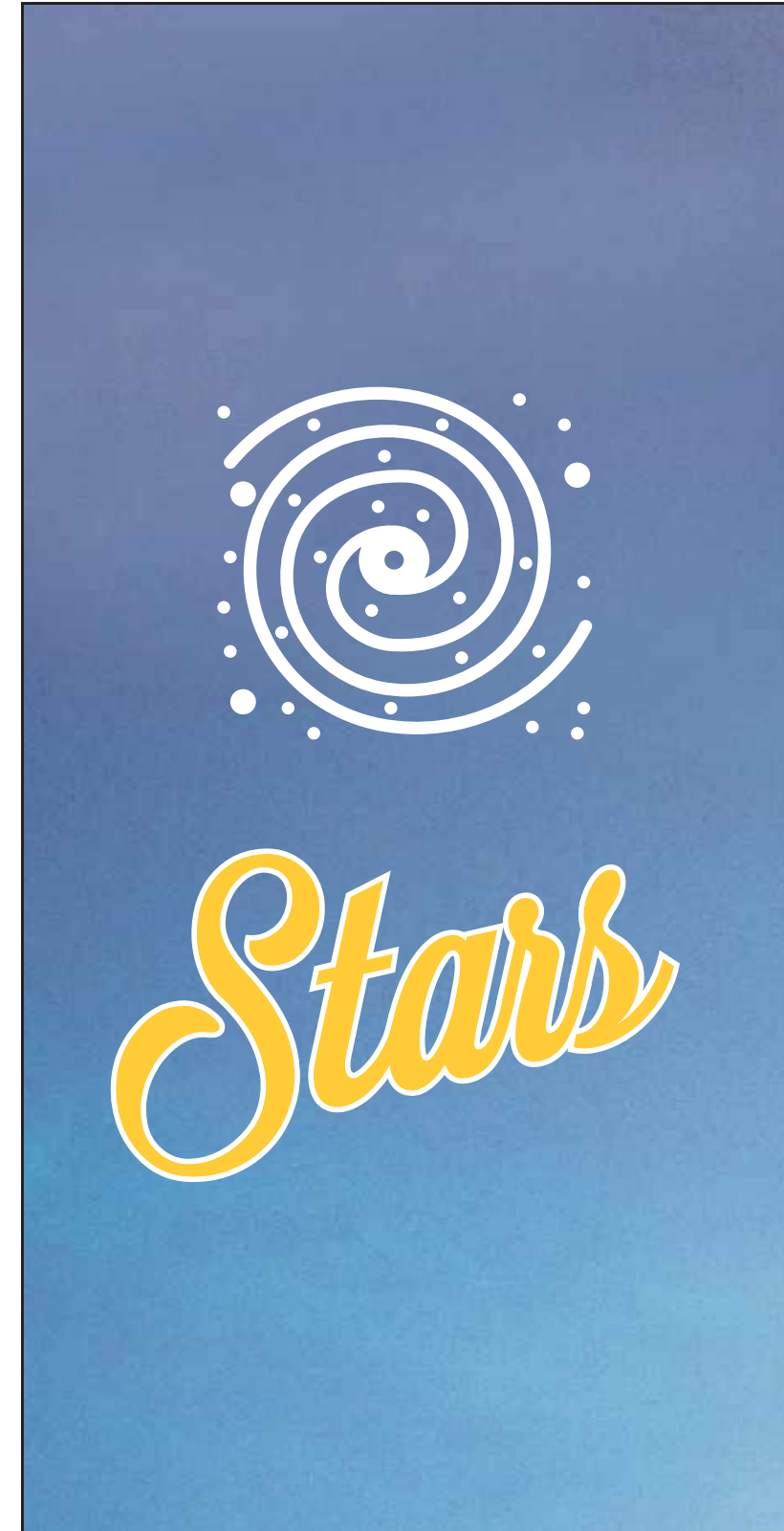
THE FIRST STOP TO THE STARS
\$1-\$499

TIER 2: SUN



THE HOTTEST PATH TO POINTS
\$500-\$1199

TIER 3: STARS



THE UNIVERSE IS YOURS
\$1200+



RUNWAY REWARDS

CATWALK YOUR WAY TO POINTS

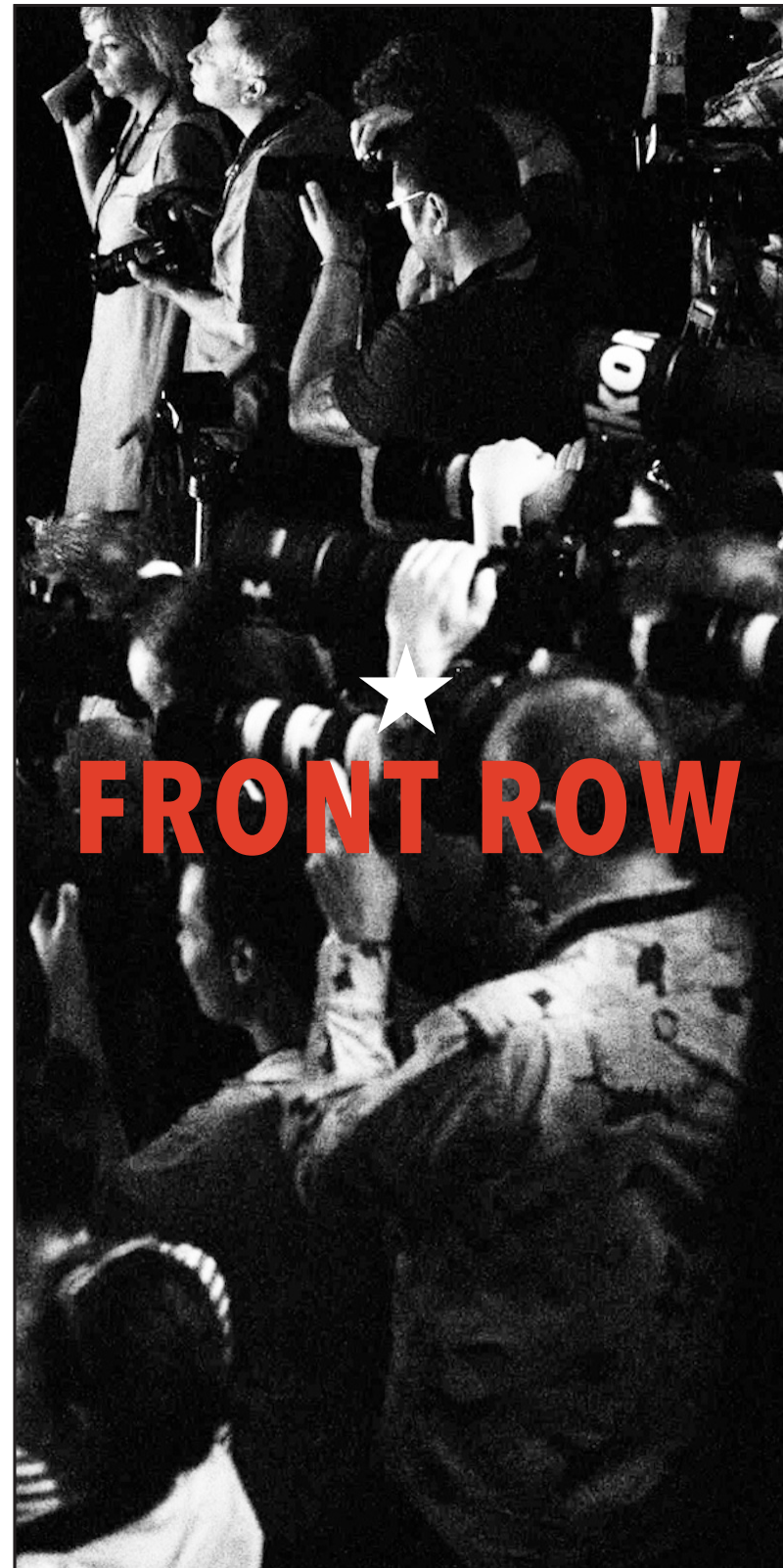


TIER 1: GUEST LIST



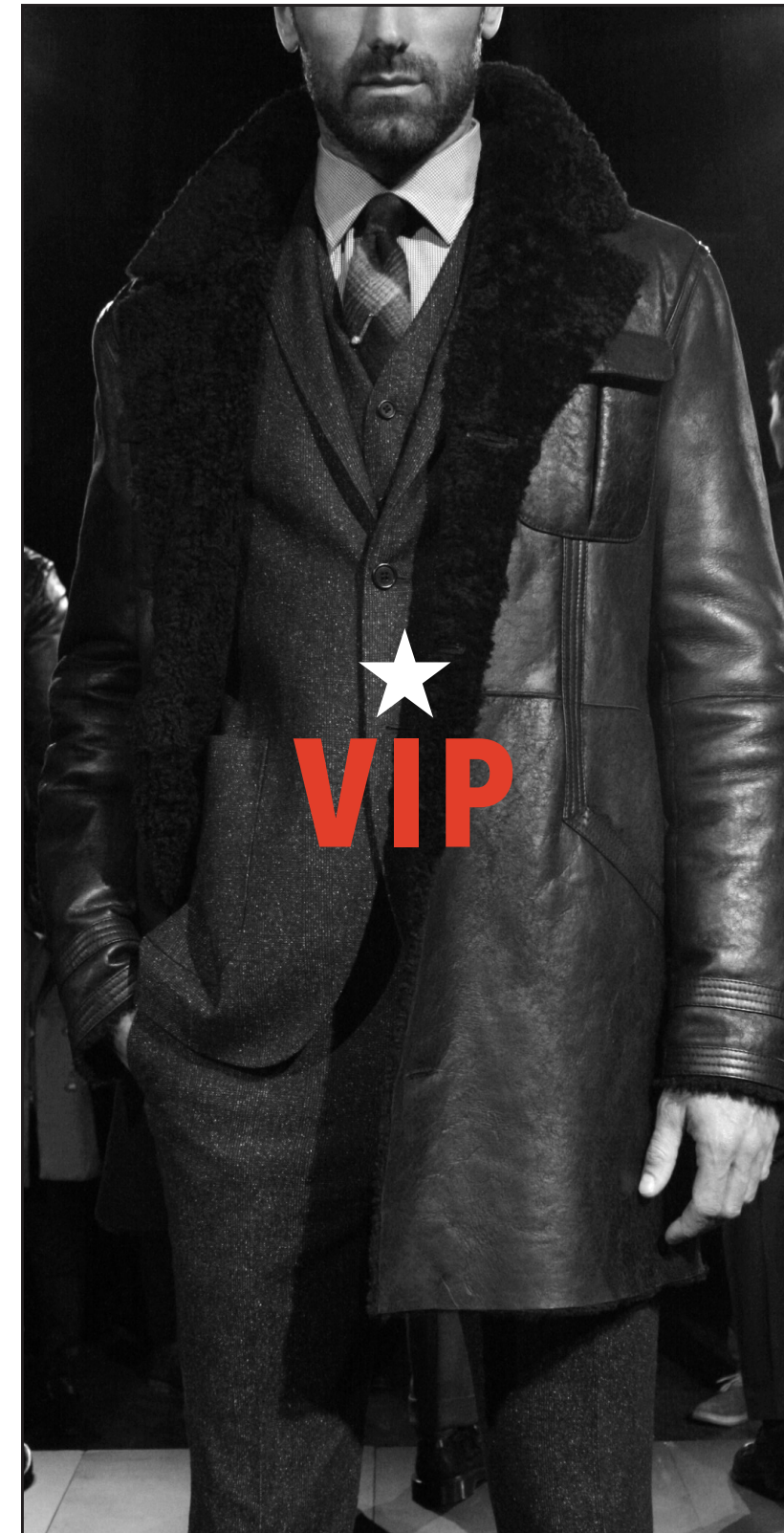
YOUR PASS TO POINTS
\$1-\$499

TIER 2: FRONT ROW



BEST SEAT IN THE HOUSE
\$500-\$1199

TIER 3: VIP



NO PHOTOS, PLEASE
\$1200+

DESTINATION

NYC HERITAGE

CLUB

ASPIRATIONAL