



# COLRUYT'S LEGACY

---

> **Ariane Floderer**  
---- **Art Director**

[ariane.floderer@gmail.com](mailto:ariane.floderer@gmail.com)

> **Gilles André**  
---- **Copywriter**

[gillesandre92@gmail.com](mailto:gillesandre92@gmail.com)

# COLRUYT'S LEGACY



## > INSIGHT

Parents of a newborn want the best for the future of their child. From the earliest age, they take care of preparing him a good life, education, ... to make sure everything will be all right for him, once adult.

## > IDEA

Since being parent is a long-life commitment, Colruyt introduces *Colruyt's legacy*. **A loyalty program** for young parents willing to save for the future of their child, from the very start of his life: his birth.

Each time parents will shop at a Colruyt store, they'll earn loyalty points **not for themselves... but for their kid!** During his whole childhood, his parents will therefore collect an incredible amount for him. Finally, when the child turns 18 years old, he gets the result of the lifetime savings of his parents: **a true legacy**, in the form of vouchers to be used at Colruyt.

## HOW IT WORKS

**1** On the birth of their child, parents go to [colruyt.legacy.be](http://colruyt.legacy.be) & create a virtual loyalty card for him. This card is linked to the Colruyt Extra card of the parents & blocked until the 18th birthday of their child



**2** For every purchase at Colruyt, parents earn loyalty points for their child, collected on his Legacy card



**3** On his 18th birthday, the child "inherits" from the whole amount collected years after years thanks to the loyalty of his parents



**4** The child, now grown up, can use his vouchers at Colruyt & enjoy this great gift from his parents. What better way to start his adulthood & student life?



# COLRUYT'S LEGACY



## TO GO FURTHER...

Every parents love to share pictures of their baby on social media. That's why we will offer them a funny extra, during the creation of their child's Legacy card: after they have uploaded a picture of their baby, they'll get an amusing overview of what he could look like at the age of 18, along with funny facts about his potential future.

A great way to spread *Colruyt's legacy* activation!

