The Great Big Book of Non-Discount Rewards

40+ ideas to move your brand into the future of loyalty
It’s time to move beyond discounts and coupons.

We strategize with brands every day on how to move from the loyalty of the past, into the future of non-discount rewards. Loyalty does not mean having to devalue your brand. The brands with the strongest customer loyalty know this. So maybe you’re just a little unsure how to get started...

That’s why this guide exists! We’ve compiled 44 ideas for non-discount rewards & experiences that can modernize your brand, improve customer engagement, and ultimately drive measurable growth – all without over relying on discounts!

Please enjoy this guide, and share it with those who might also need a little inspiration. Oh, and if you need help actually implementing these ideas, feel free to reach out to us. It’s kind of our specialty.

– The Thanx Team

Thanx

Check out the ideas
IDEA #1

Create an exclusive menu for Loyalty Members to encourage customers to order directly.

EXCLUSIVE ACCESS TO OUR BRUNCH MENU

When you order direct

Available until March 31, 2022 Details
IDEA #2

Give VIPs early access to new menus (7 days in advance).

VIP Early Access!
VIPS get our Tacos a full week early!

Available until March 31, 2022 Details
IDEA #3

Create items that are exclusive to your best customers (e.g. reach gold tier to unlock x,y,z).

FRIES GALORE

Only for Gold Tier members

Available until March 31, 2022 Details
IDEA #4

Pilot a menu with your most loyal customers and let their feedback influence what goes on the menu next.

PILOT MENU
Your opinion counts!

Tell us what you think of our new menu items, and vote on what we should include next.

Available until March 31, 2022 Details
IDEA #5

Bring back a classic item for your anniversary.

IT'S OUR 20TH ANNIVERSARY

And all the classics are back for a limited time

Available until March 31, 2022 Details
IDEA #6

Bring back a favorite item for a limited time.

All your favs are back!

Only on the app. For a limited time.

Available until March 31, 2022 Details
IDEA #7

Lock in catering pre-orders by giving them a discounted menu 2 months before a big holiday.

CATER YOUR HOLIDAYS

Order your Thanksgiving meal early

Early birds get the discount!

Available until Nov 1, 2022 Details
IDEA #8

Soft launch a new menu or item before rolling it out to everyone.

BOWLS ARE HERE

Try them first and tell us what you think

Available until March 31, 2022 Details
IDEA #9

In the 12 days leading up to the holidays, release limited-edition holiday items.

12 Holiday Treats
For a limited time.

Available until December 31, 2022 Details
IDEA #10

Re-package existing items into a secret menu.
IDEA #11

Limit who gets items that you have a limited quantity of.
IDEA #12

Create a hidden menu that’s exclusive to online orders.

Available until March 31, 2022 Details
IDEA #13

Create a hidden menu that’s exclusive to in-store orders.
IDEA #14
Let customers skip the line.

Show this pass to any Super Greens team member

12 days left
IDEA #15
Access exclusive parking spots.
IDEA #16

Access exclusive seating.
IDEA #17

Let customers upsize their meal.

UPSIZE YOUR MEAL
Upgrade to a large drink or fries on us

18 days left
IDEA #18

Let customers sample new items.

SAMPLE OUR NEW
SEASONAL FRUIT CUPS
6 days left
IDEA #19

Let customers add a free side to their meal.
IDEA #20

Let customers have unlimited toppings.
IDEA #21

Promote a store opening by giving away limited swag (collect a free tote bag this weekend, limited to the first 50 guests).

COLLECT A FREE TOTE BAG

at the West Elm location
limited to the first 50 guests

10 days left
IDEA #22

BOGO on specific items.

BUY ONE SUPER BURGER
GET THE SECOND ON US

24 hours left
IDEA #23

VIPs show the pass and get super served e.g. free glass of champagne.
IDEA #24

Give customers swag (free shirt, sticker, bag, etc.).
IDEA #25

For Malls, provide VIP concierge service.

VIP Concierge Service

Show this pass to a guest services team member

5 days left
IDEA #26

For Theaters, provide VIP-only screenings.
IDEA #27

Free parking for 30 days.
IDEA #28

Show this pass to get free guac on Fridays.
IDEA #29

Happy hour pricing.
IDEA #30

Invite customers to a free tasting event.

JOIN US AT THE
Rosé All Day
Special Tasting Event

GET YOUR TICKET

7 days left
IDEA #31

Invite guests to a restaurant week.
IDEA #32

Link out to a wine club.
IDEA #33

Invite customers to a yoga + brunch day.
IDEA #34

Invite customers to a secret menu tasting.
IDEA #35

Invite customers to a grand opening.
IDEA #36

Invite customers to a chef's table.
IDEA #37

Invite customers to a masterclass.
IDEA #38

Invite customers to an influencer mixer.
IDEA #39

Invite customers to have dinner with the chef.

Dinner with Chef Eli

MAKE A RESERVATION

24 hours left
IDEA #40

Invite customers to a cooking class.
IDEA #41

Invite customers to sample a new menu and get feedback.

WE’D LOVE YOUR FEEDBACK

TRY OUR NEW TASTING MENU

MAKE A RESERVATION

LET US KNOW WHAT YOU THINK

10 days left
IDEA #42

Gift customers an e-book of seasonal recipes.
IDEA #43

Ask customers for their address and send them a gift in the mail.

Limited edition tees!
We’ll mail it to you

ENTER ADDRESS

6 days left
IDEA #44

Ask customers for their Public Wallet Address and send them an NFT.
Thanx for reading!

We hope you enjoyed these inspirational examples of what’s possible with the future of loyalty.

Find additional resources at:

thanx.com/resources