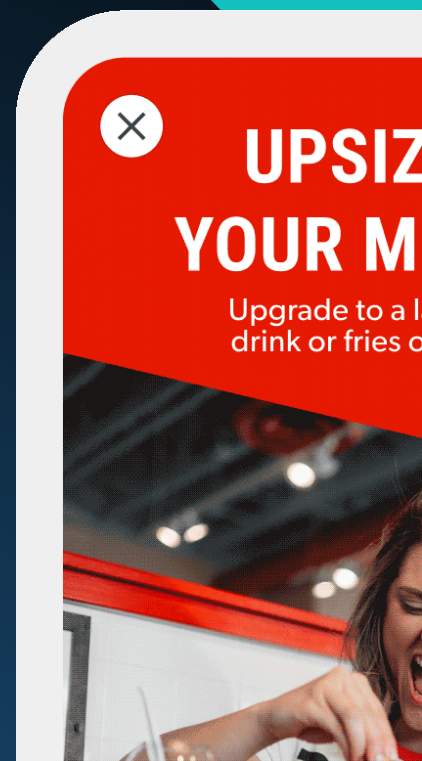
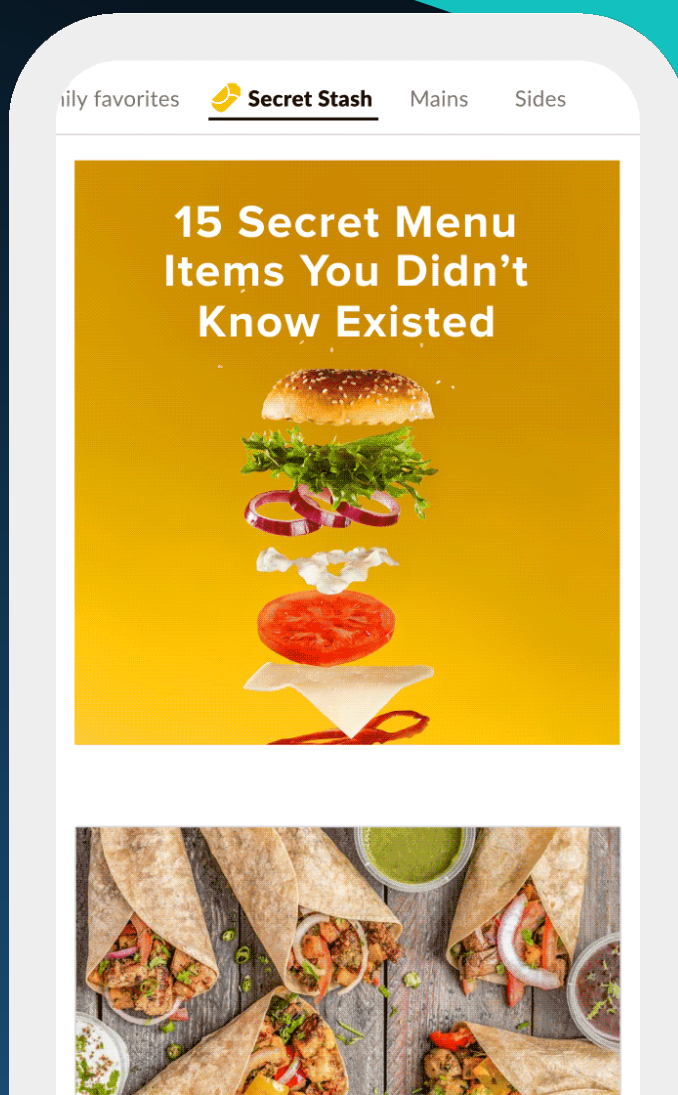




# The Great Big Book of Non-Discount Rewards

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

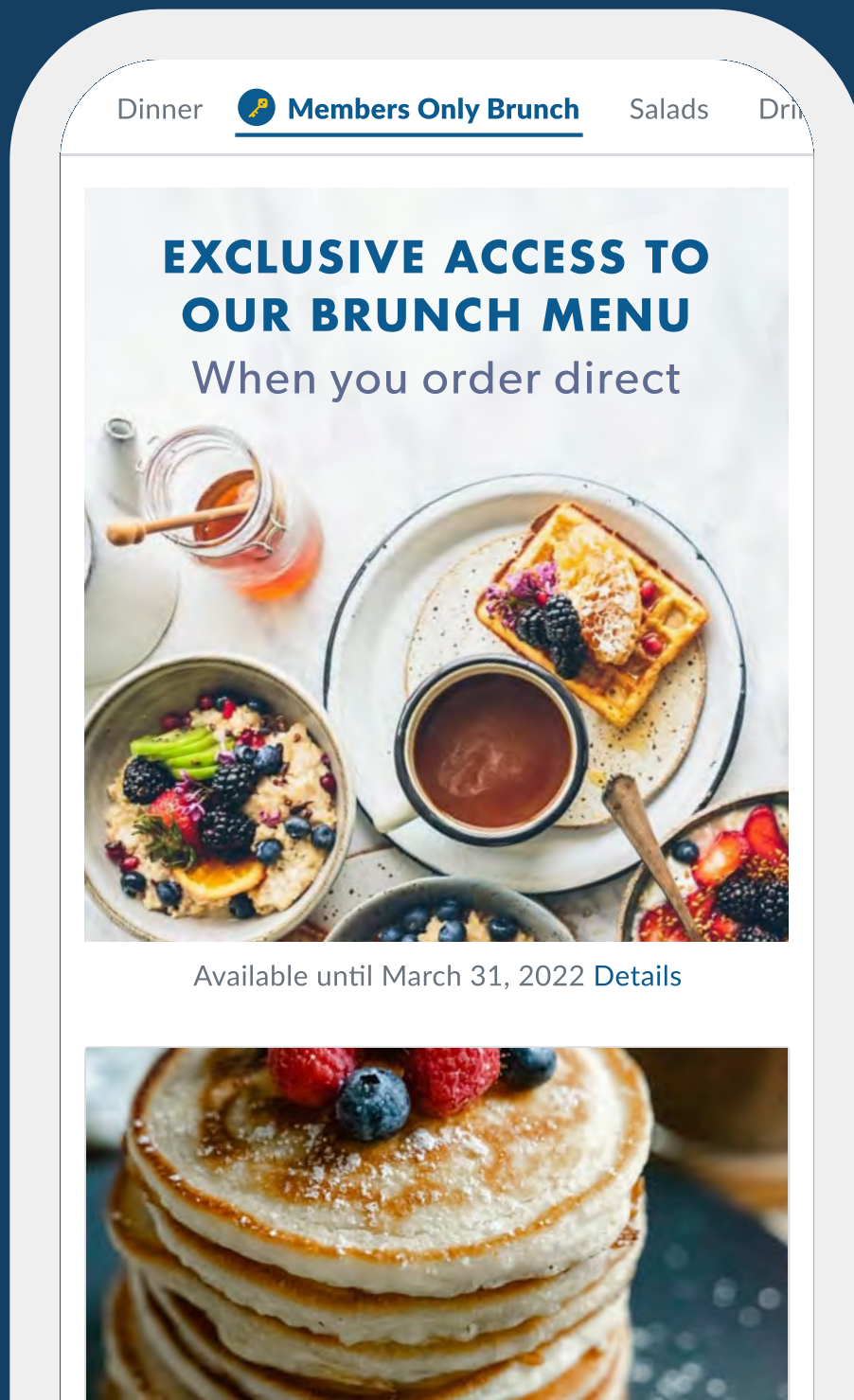


**Check out the ideas**



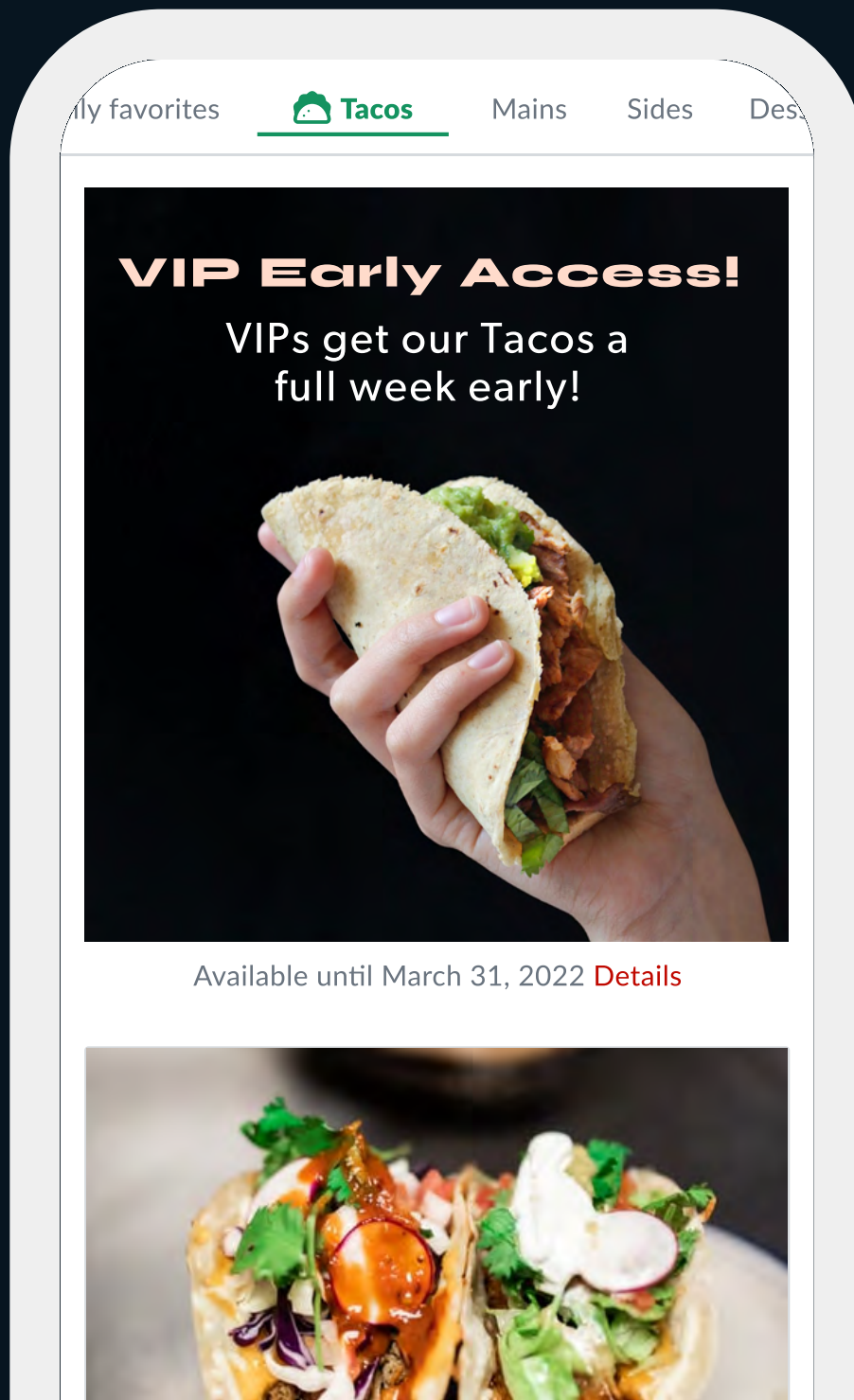
## IDEA #1

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



## IDEA #2

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





### IDEA #3

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

My favorites



**Fries Galore**

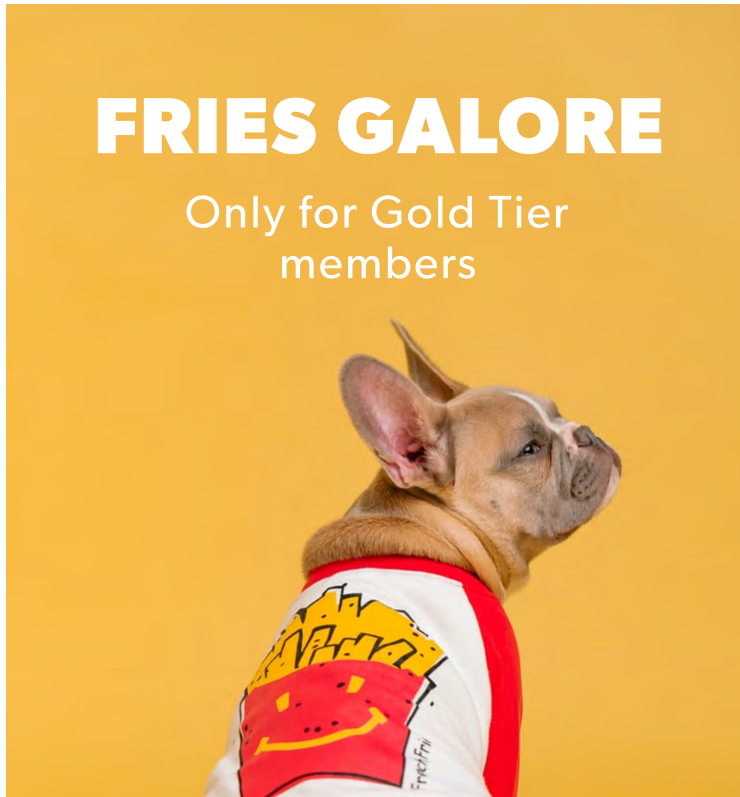
Mains

Sides

De

## FRIES GALORE

Only for Gold Tier  
members

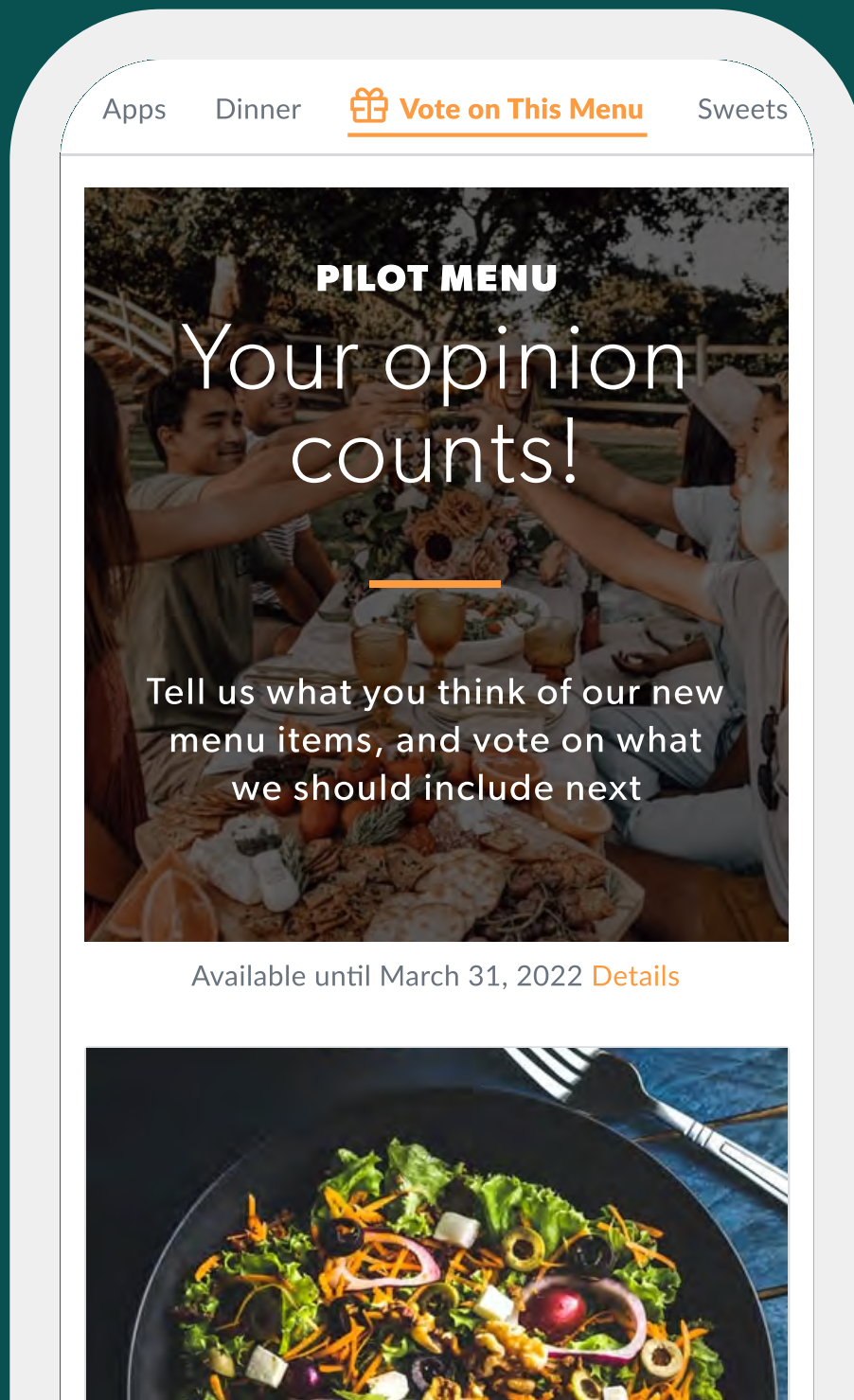


Available until March 31, 2022 Details



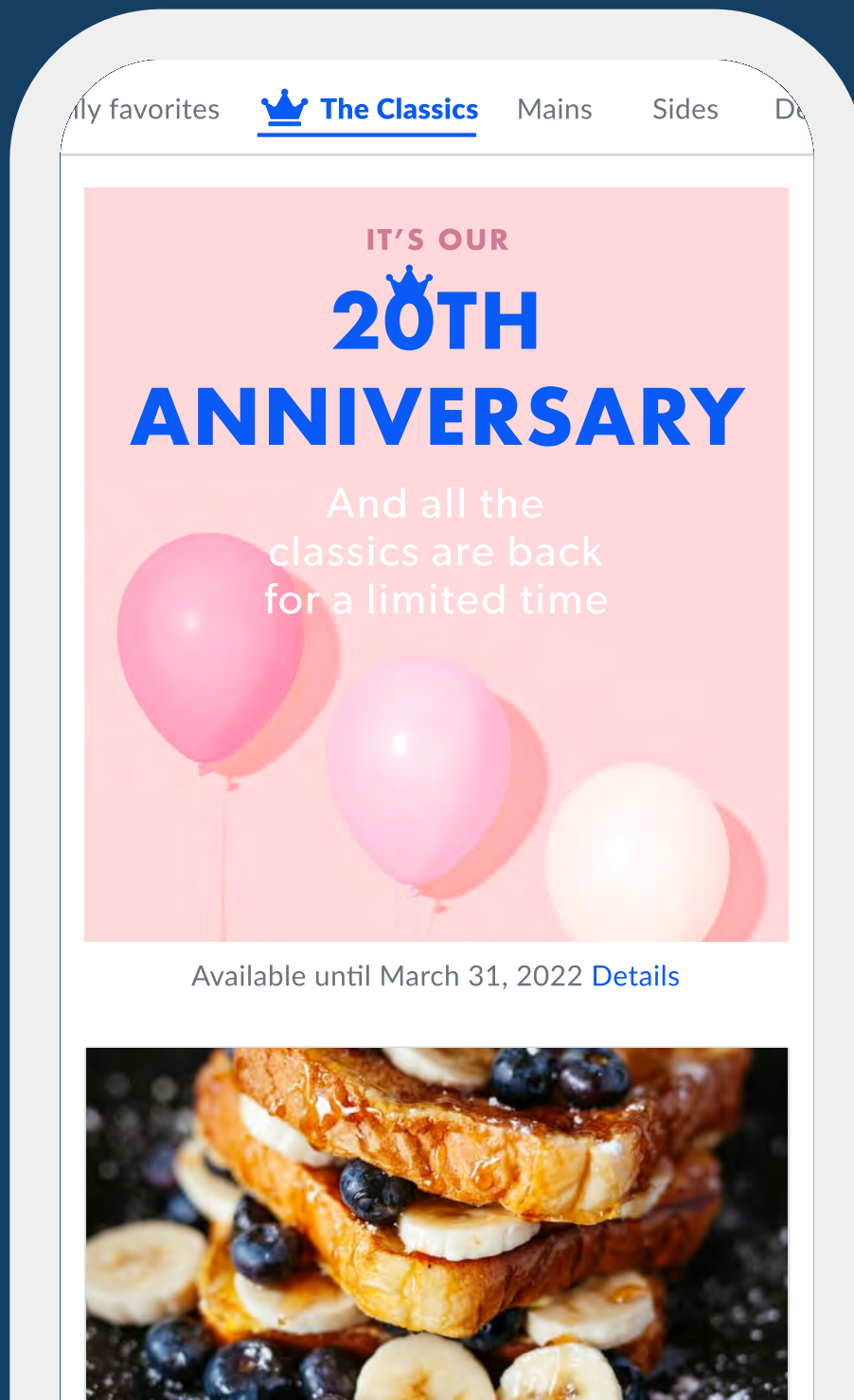
## IDEA #4

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



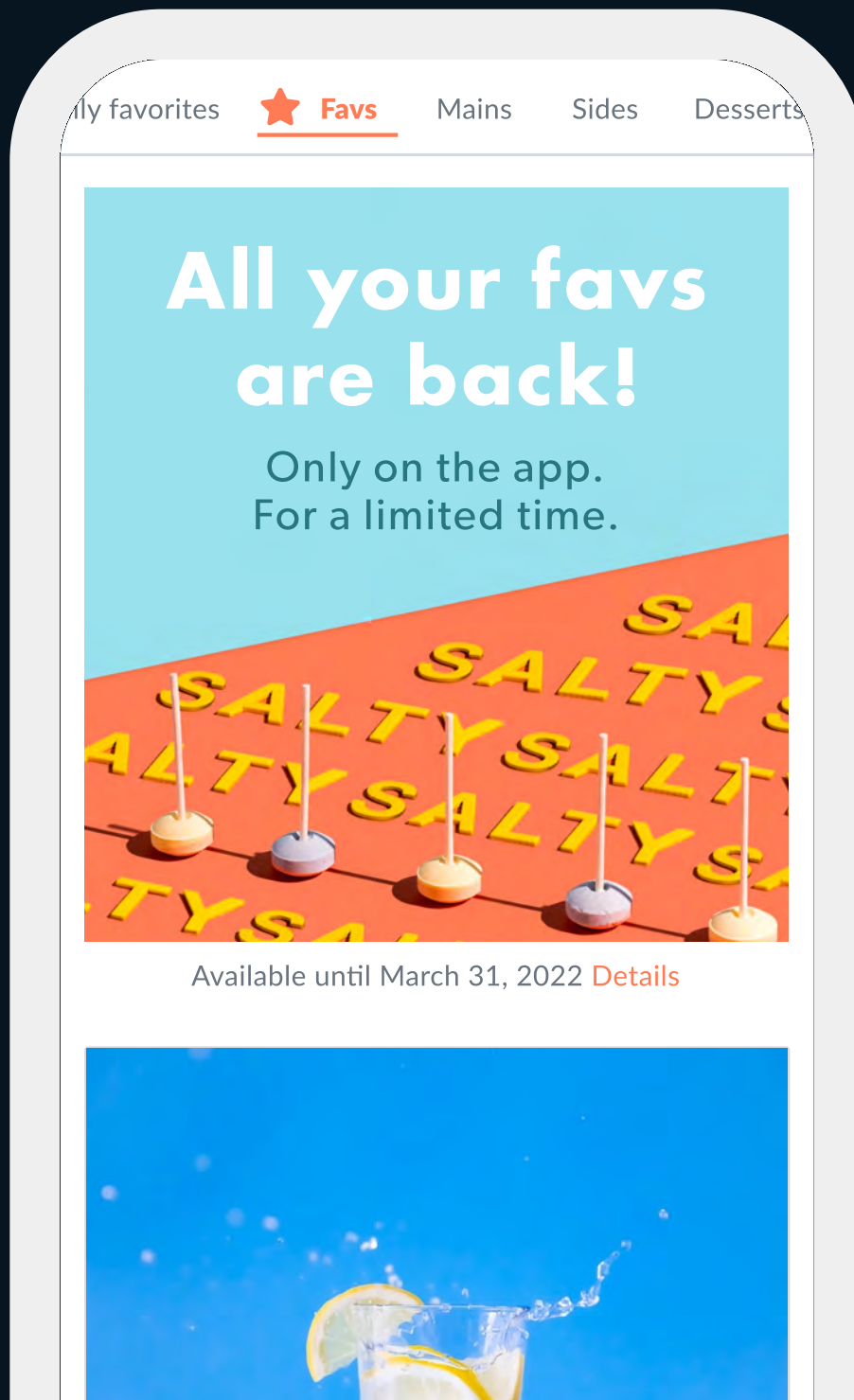
## IDEA #5

Bring back a classic item for your anniversary.



## IDEA #6

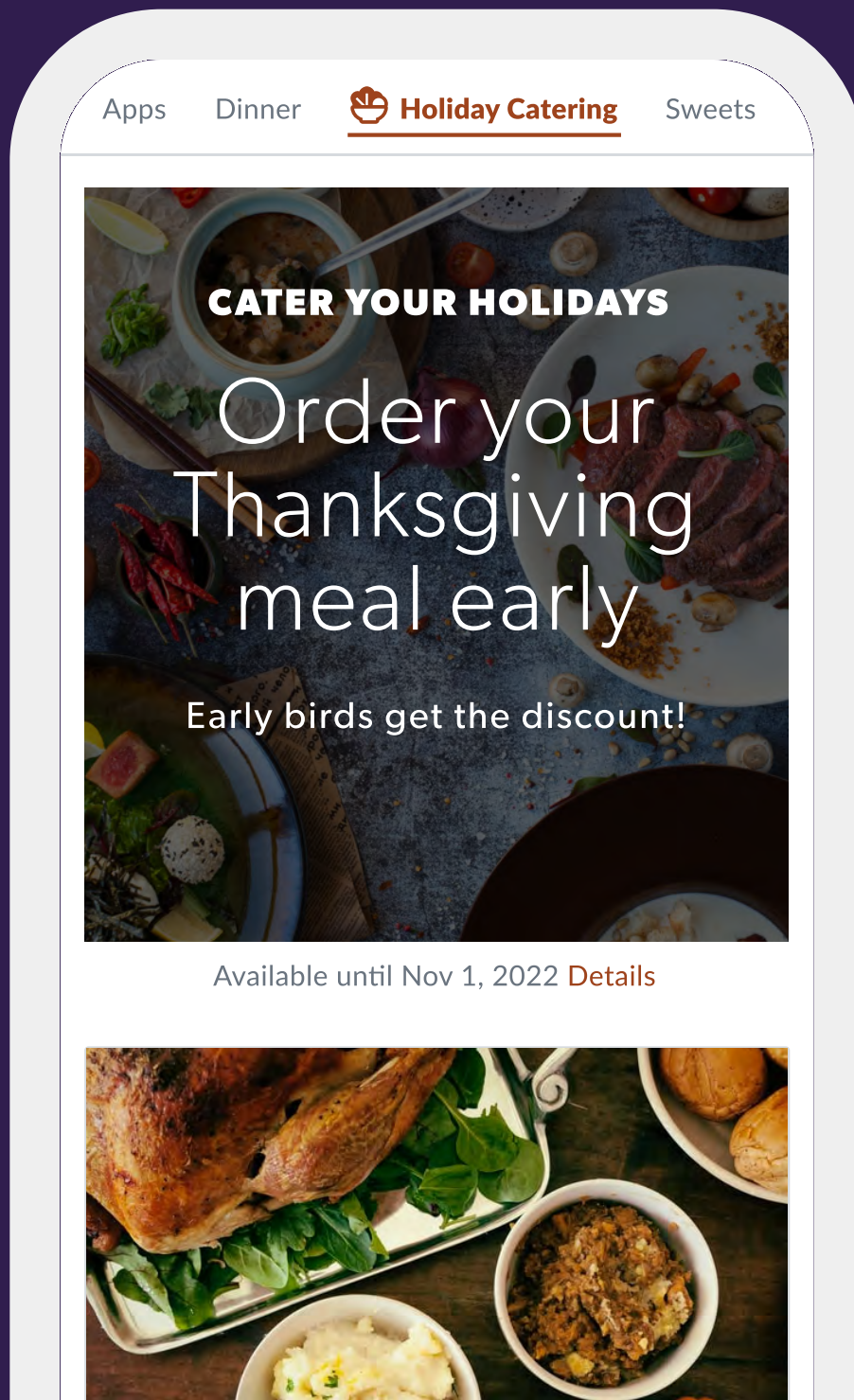
Bring back a favorite item for a limited time.





## IDEA #7

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



## IDEA #8

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

daily favorites

 **Secret Menu**

Mains

Sides

D



Available until March 31, 2022 [Details](#)



## IDEA #9

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

ily favorites



**12 Days of Awesome**

Mains

Siv



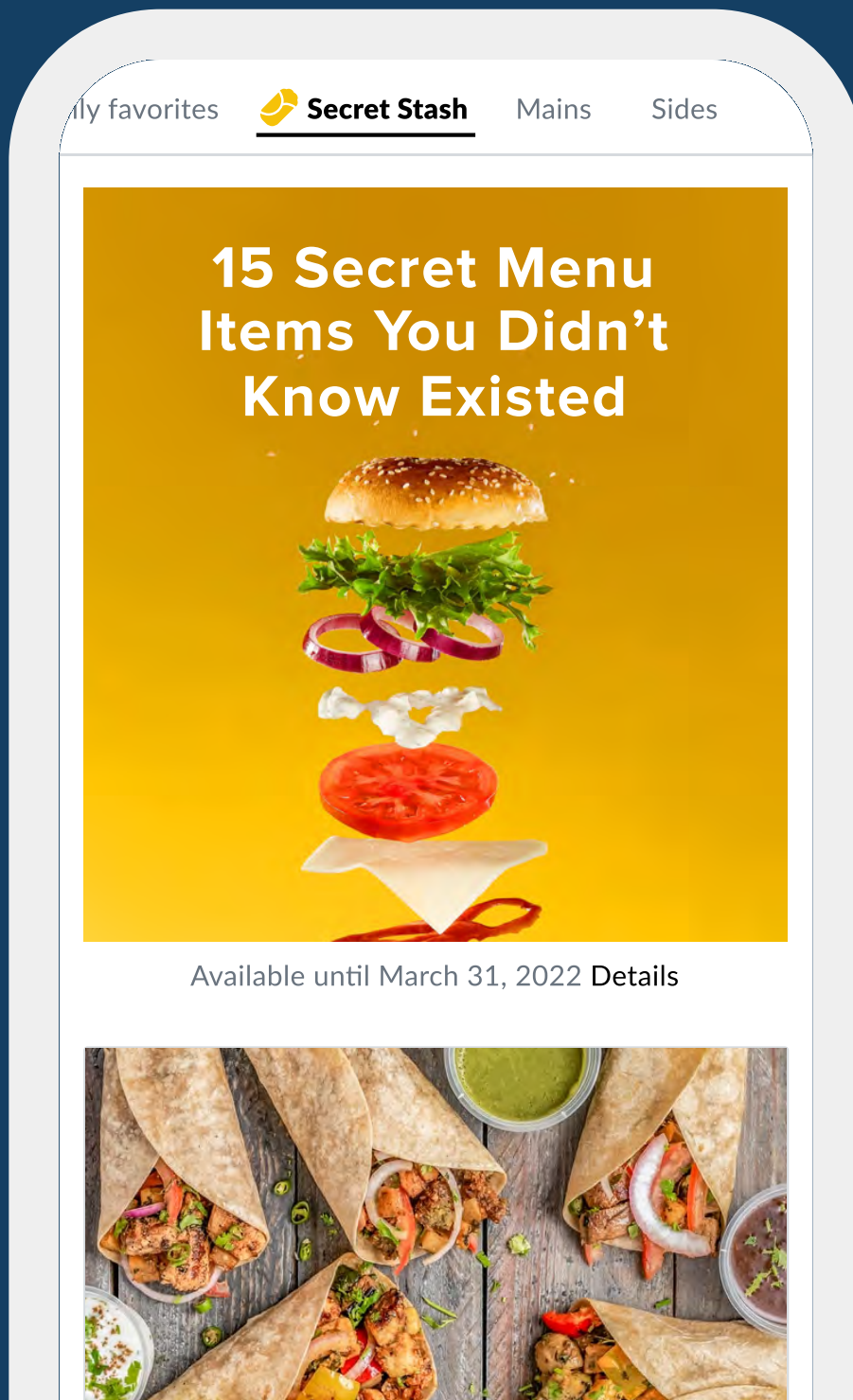
Available until December 31, 2022 [Details](#)





## IDEA #10

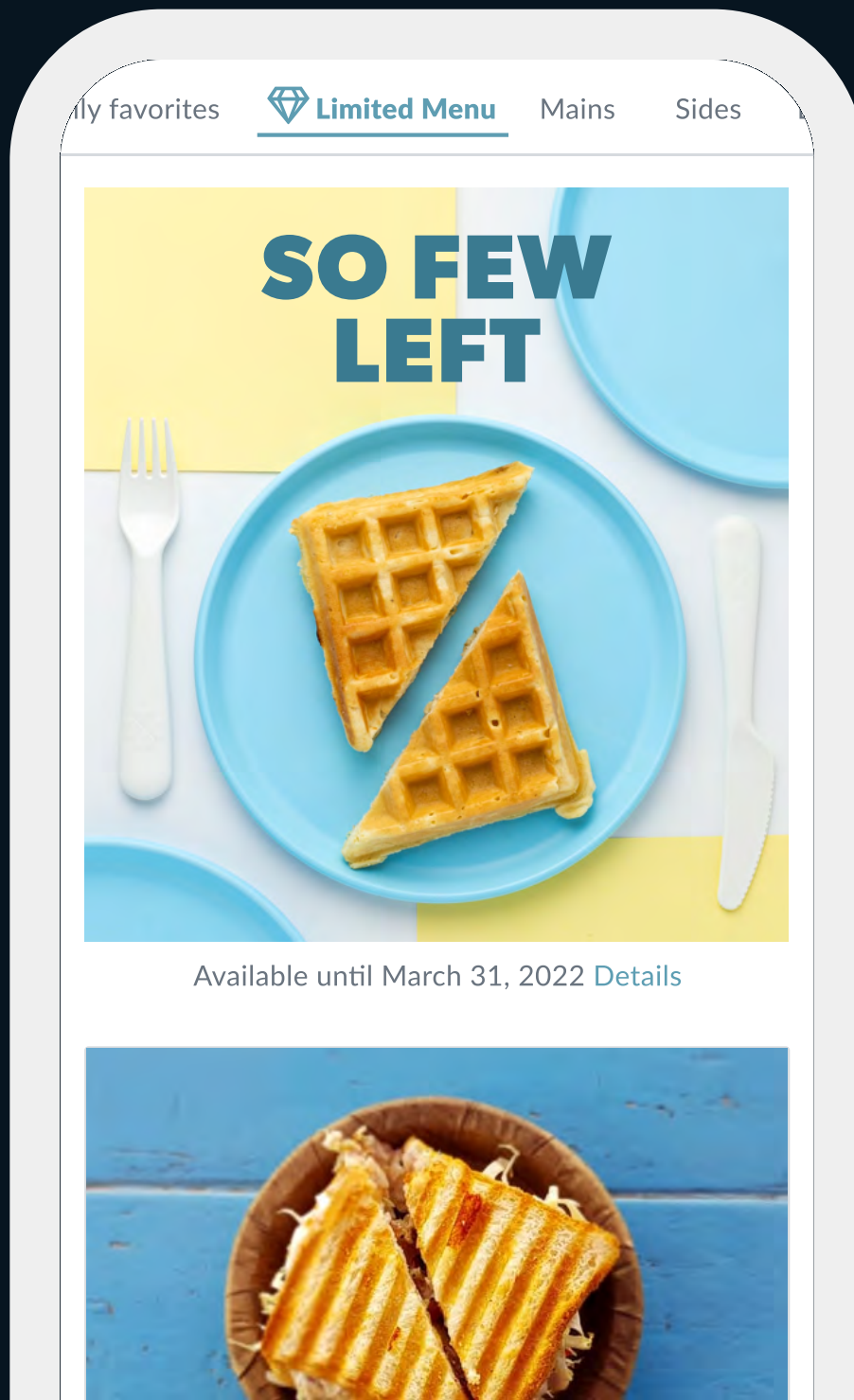
Re-package existing items into a secret menu.





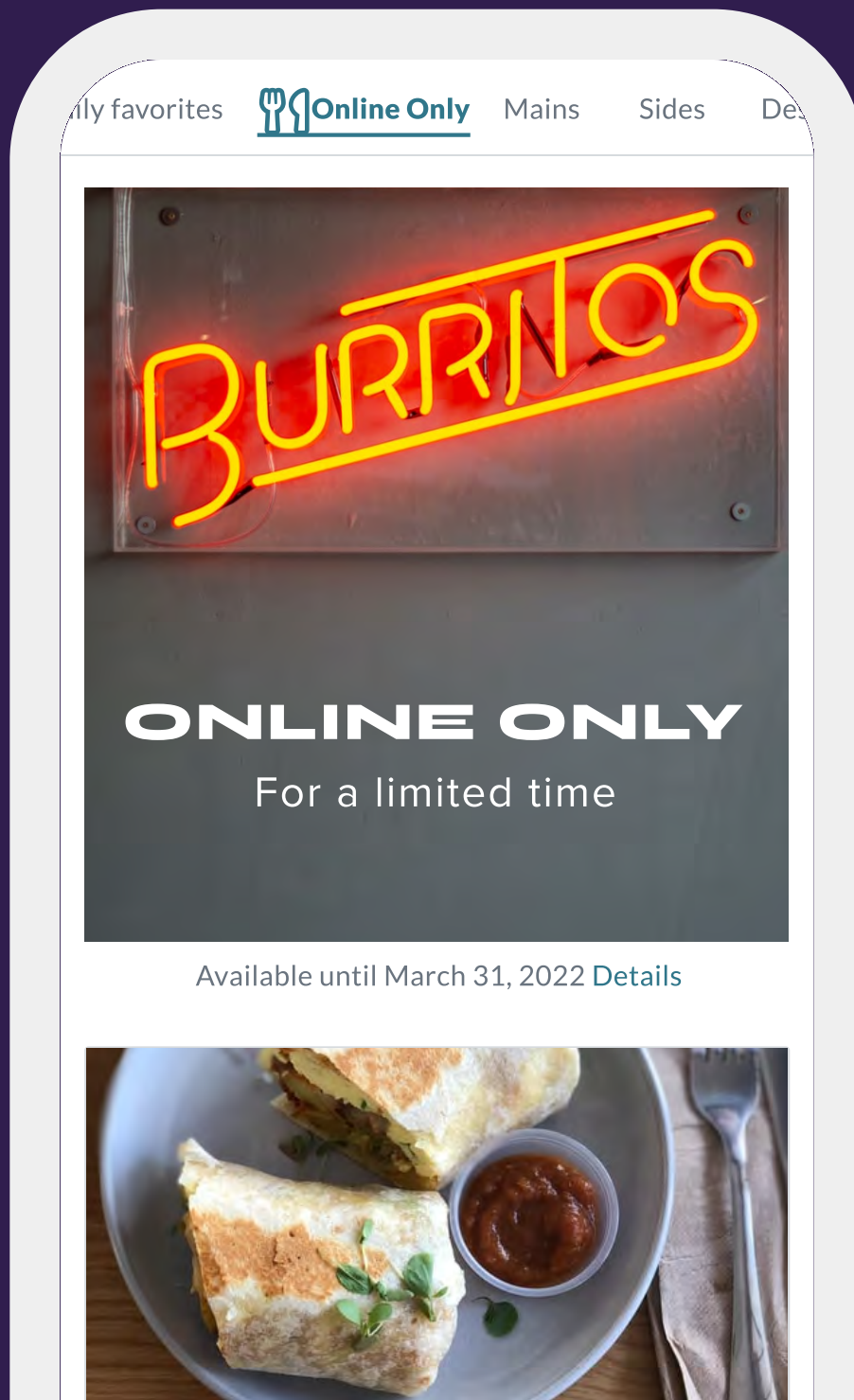
## IDEA #11

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



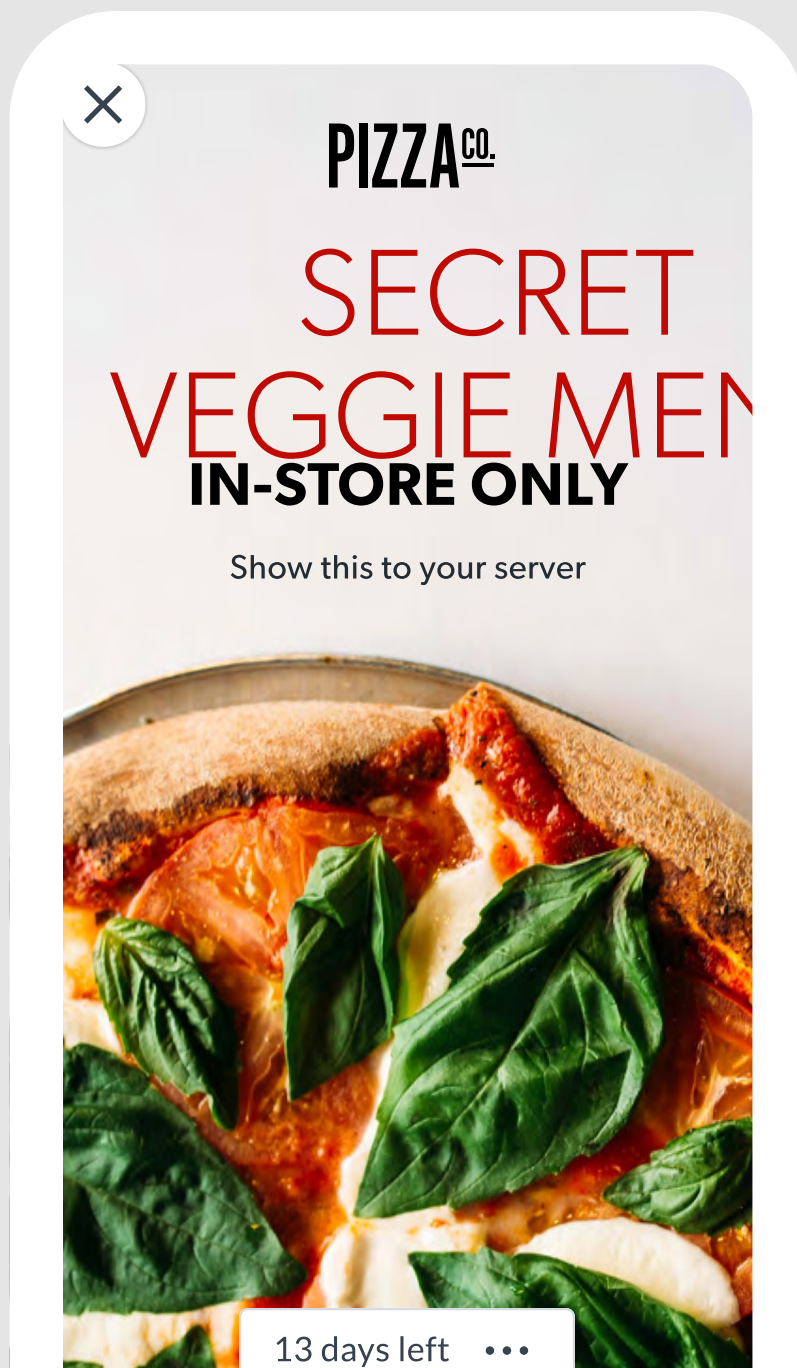
## IDEA #12

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



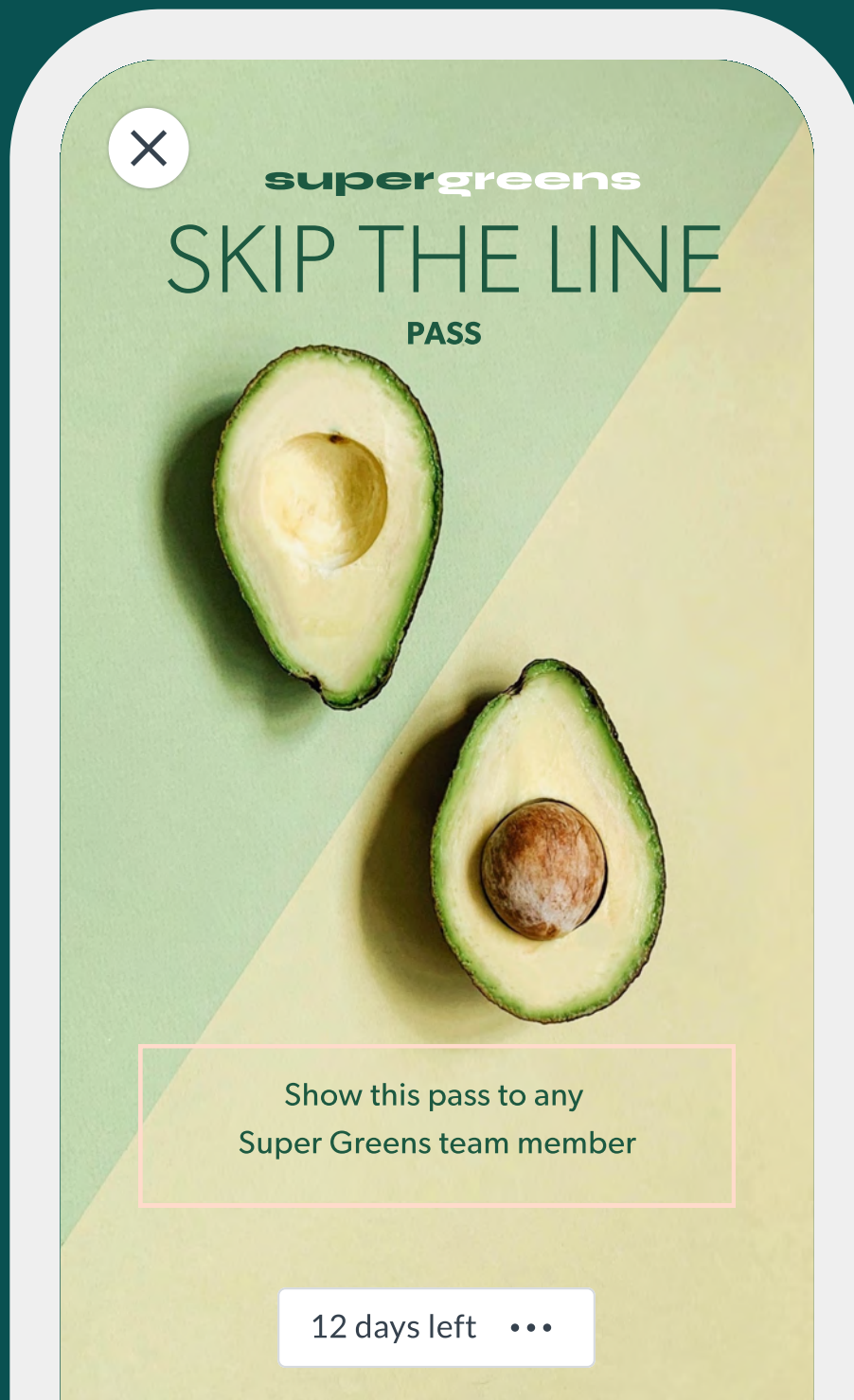
## IDEA #13

Create a hidden menu that's exclusive to in-store orders.



## IDEA #14

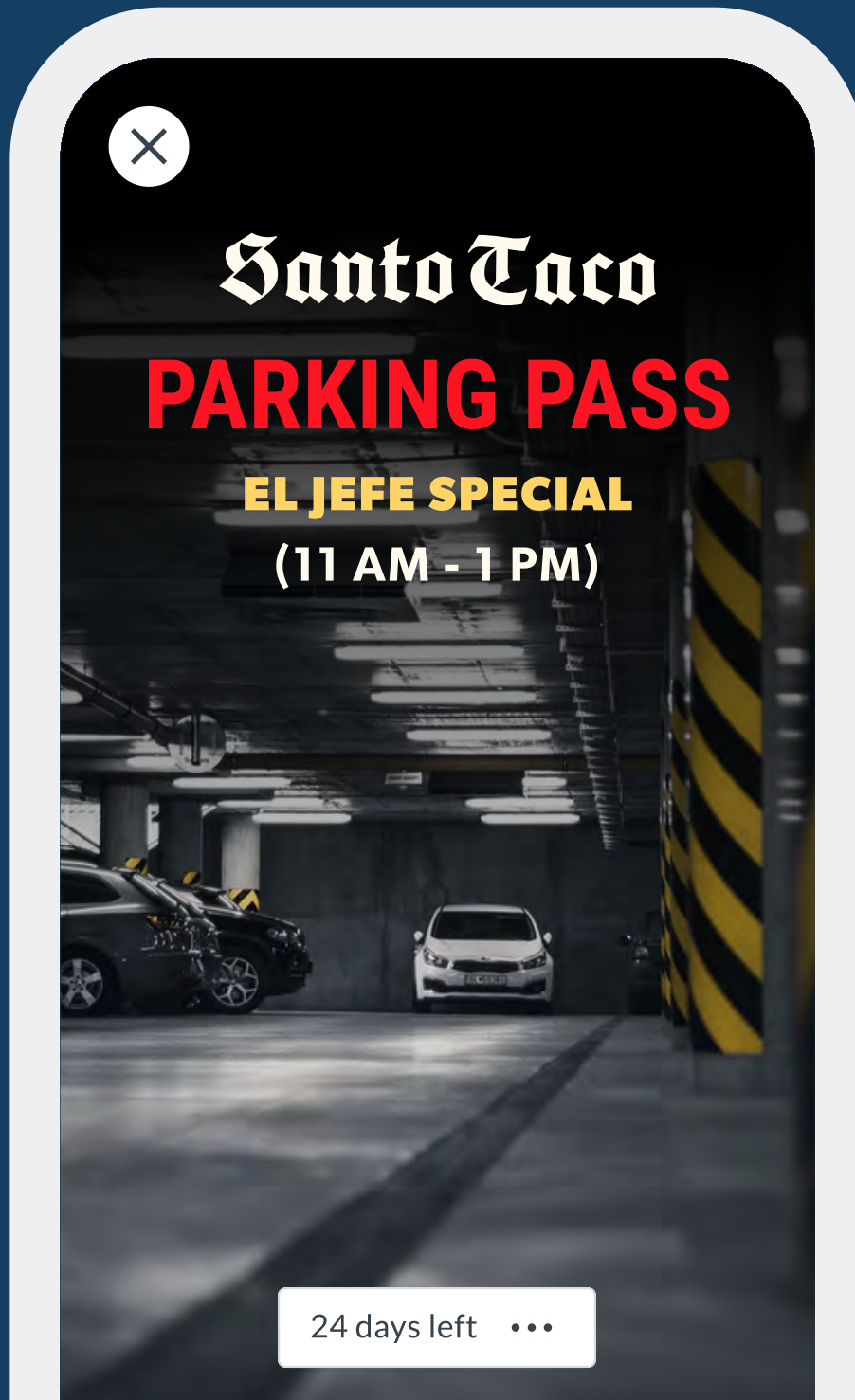
Let customers skip the line.





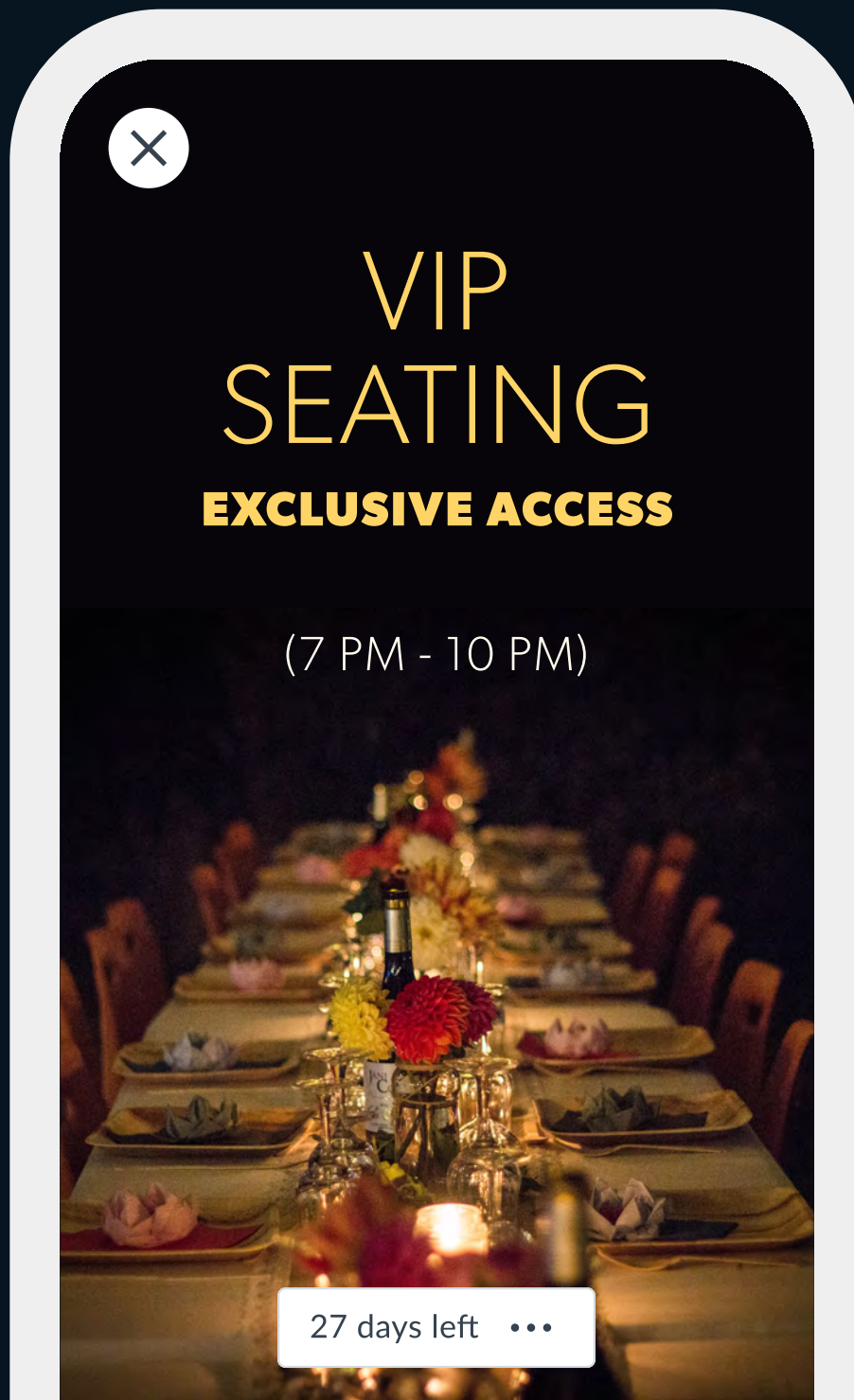
## IDEA #15

Access exclusive parking spots.



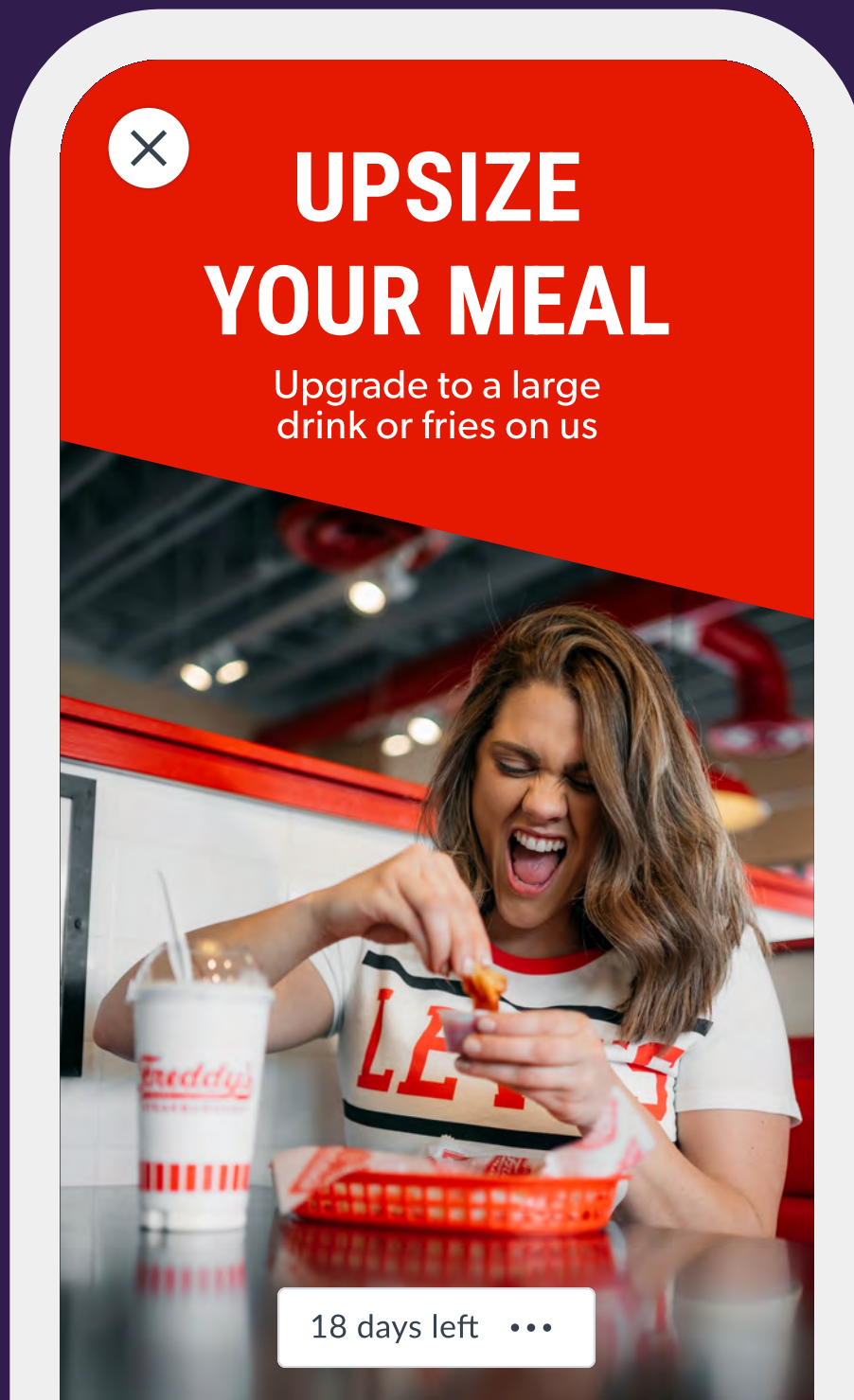
## IDEA #16

Access exclusive seating.



## IDEA #17

Let customers upsize their meal.



## IDEA #18

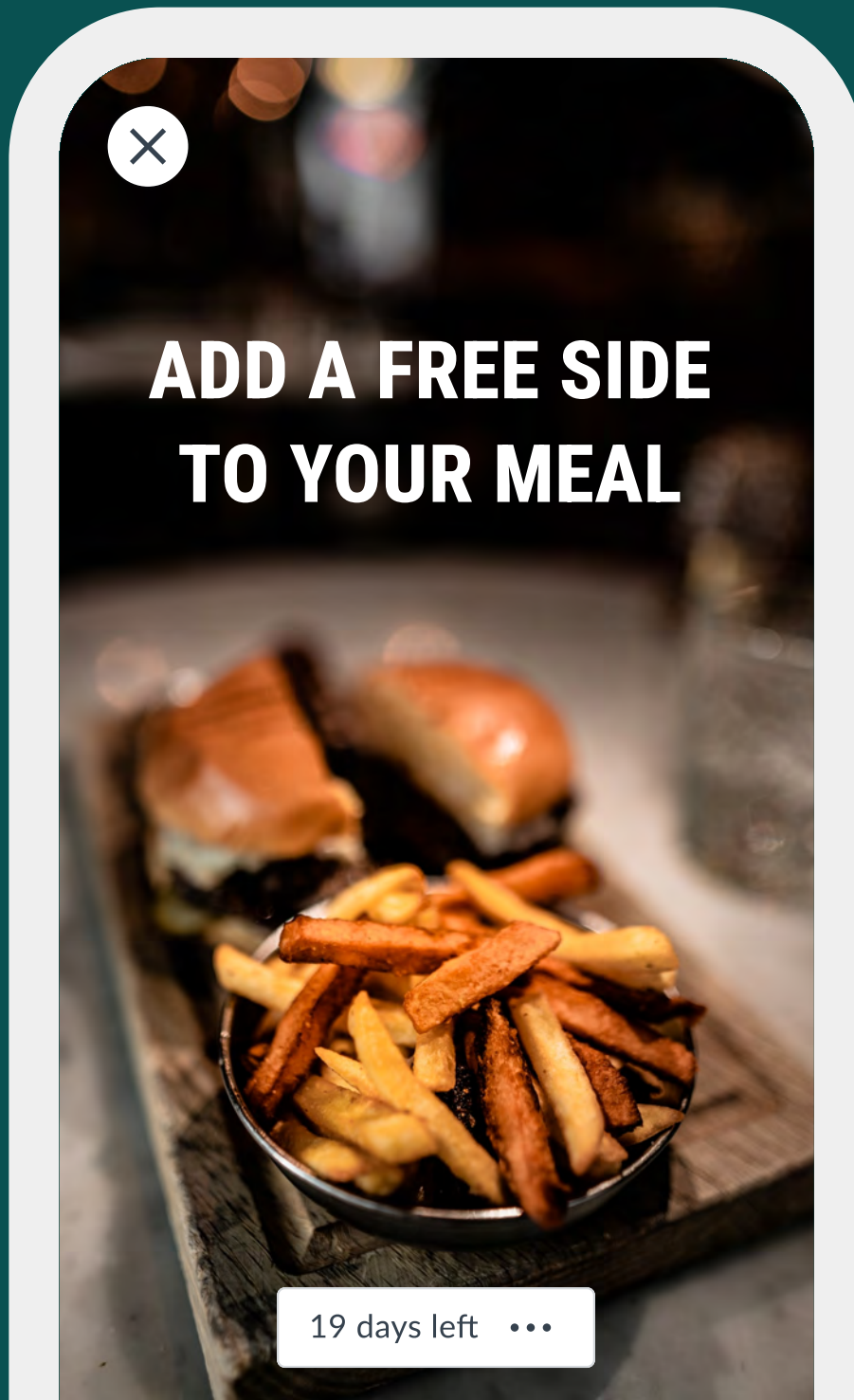
Let customers sample new items.





## IDEA #19

Let customers add a free side to their meal.



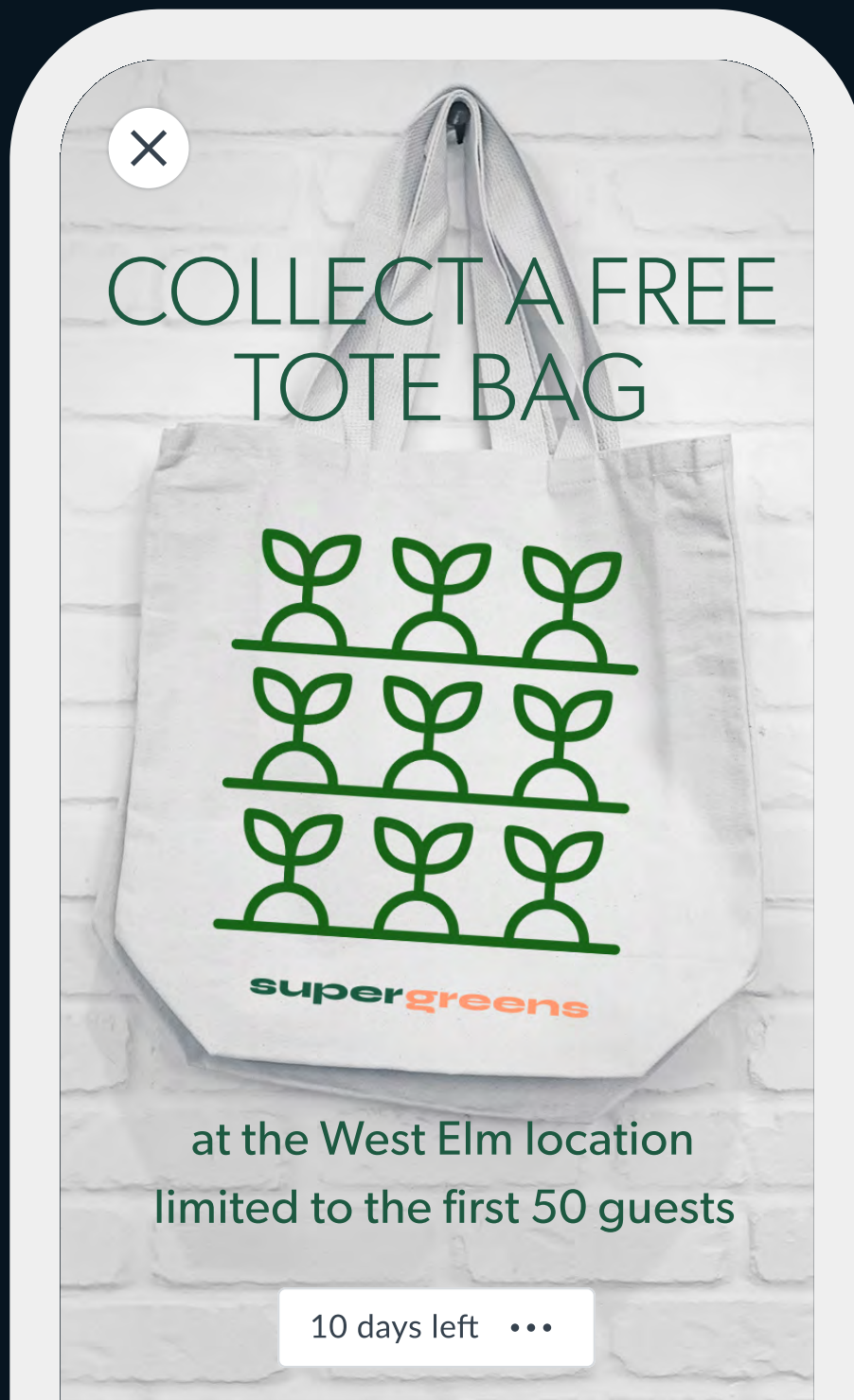
## IDEA #20

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).



## IDEA #22

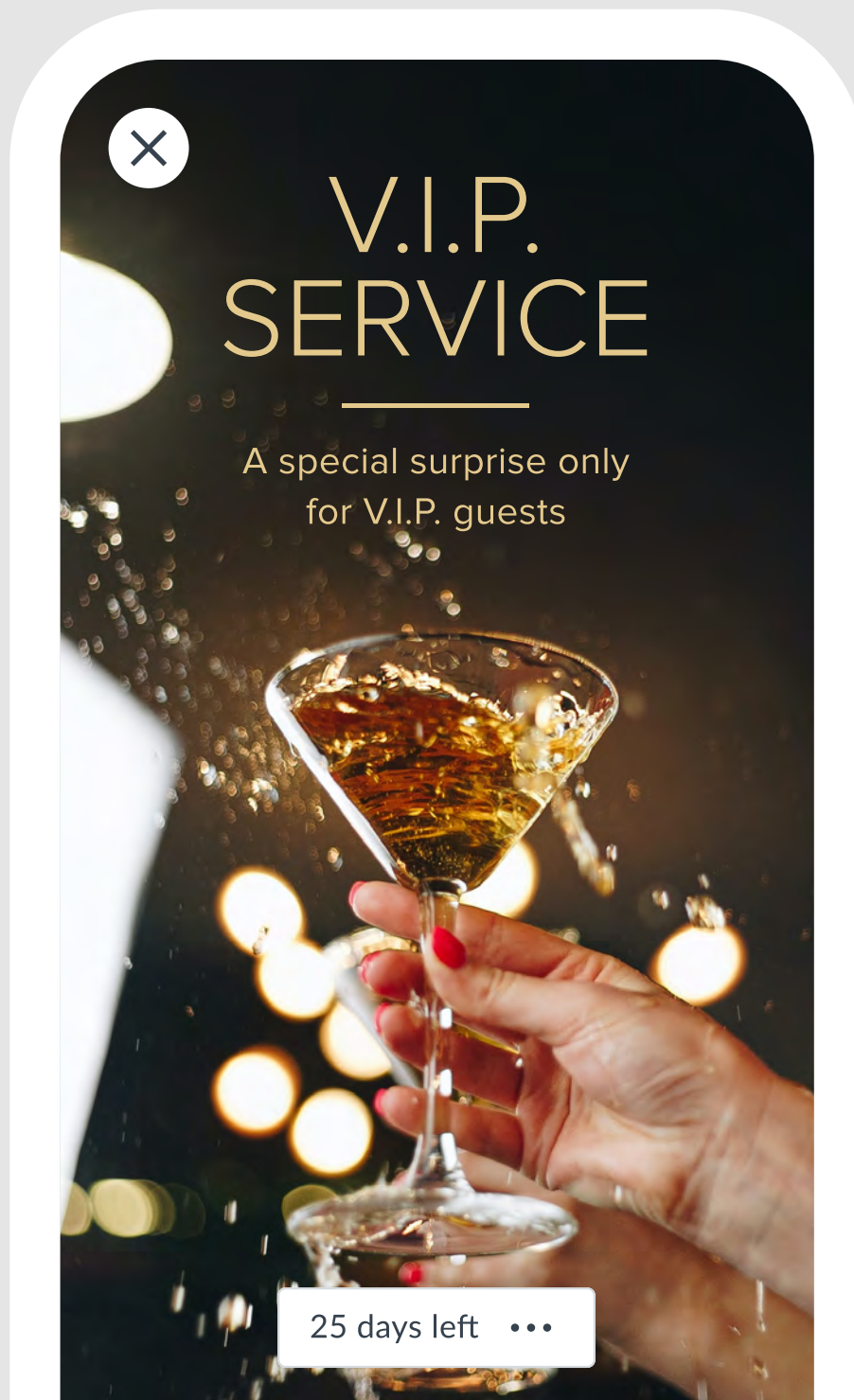
BOGO on specific items.





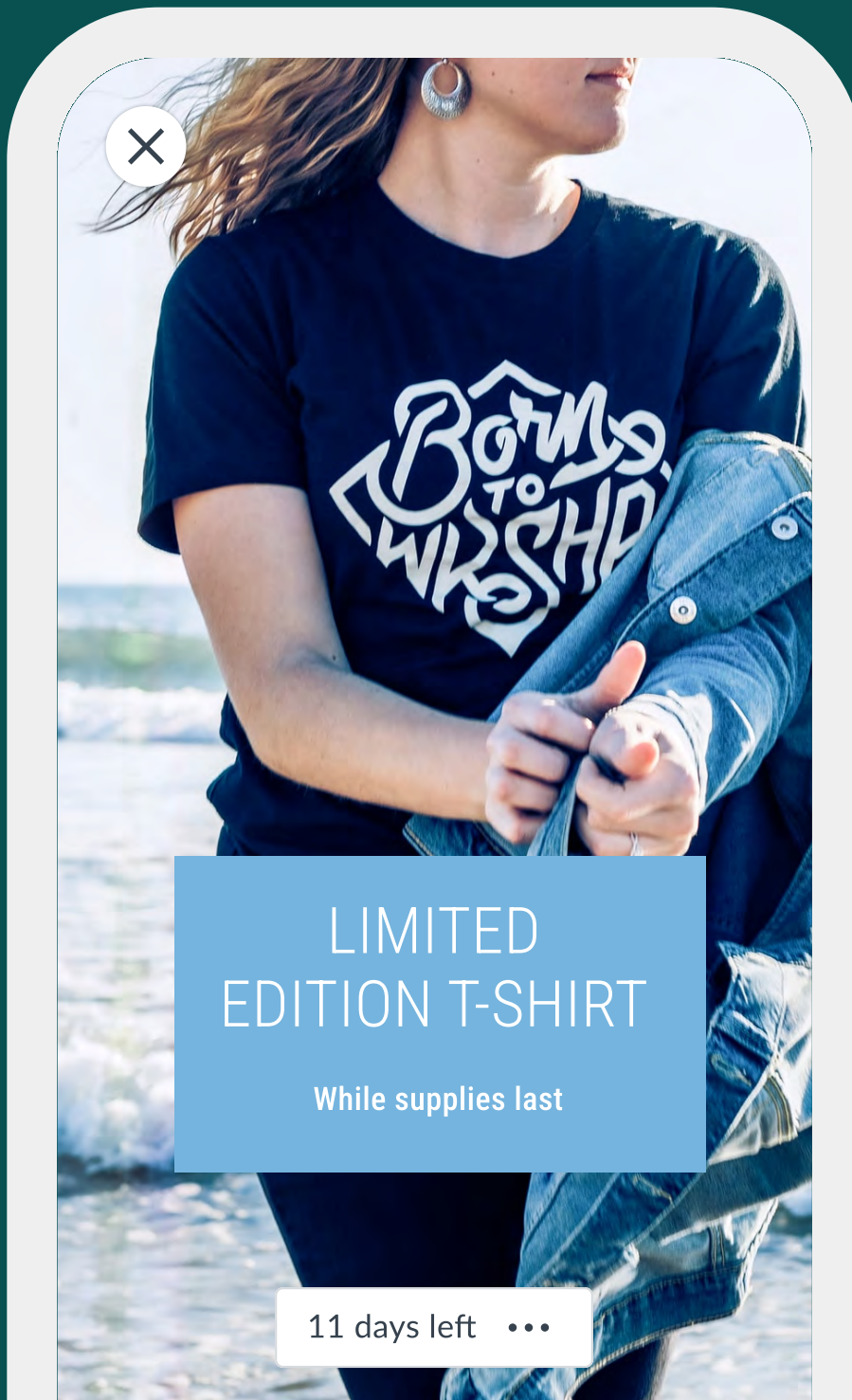
## IDEA #23

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



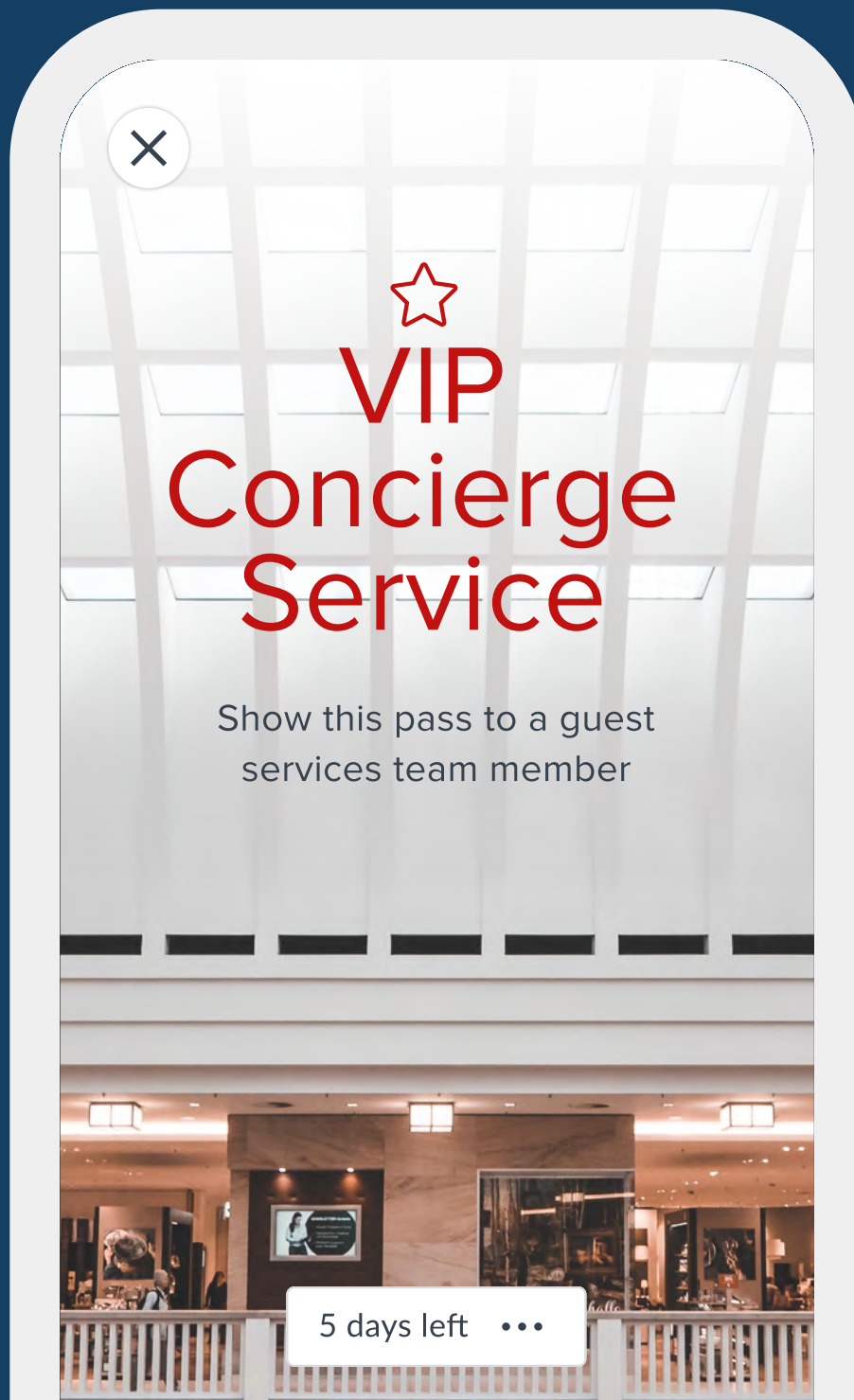
## IDEA #24

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



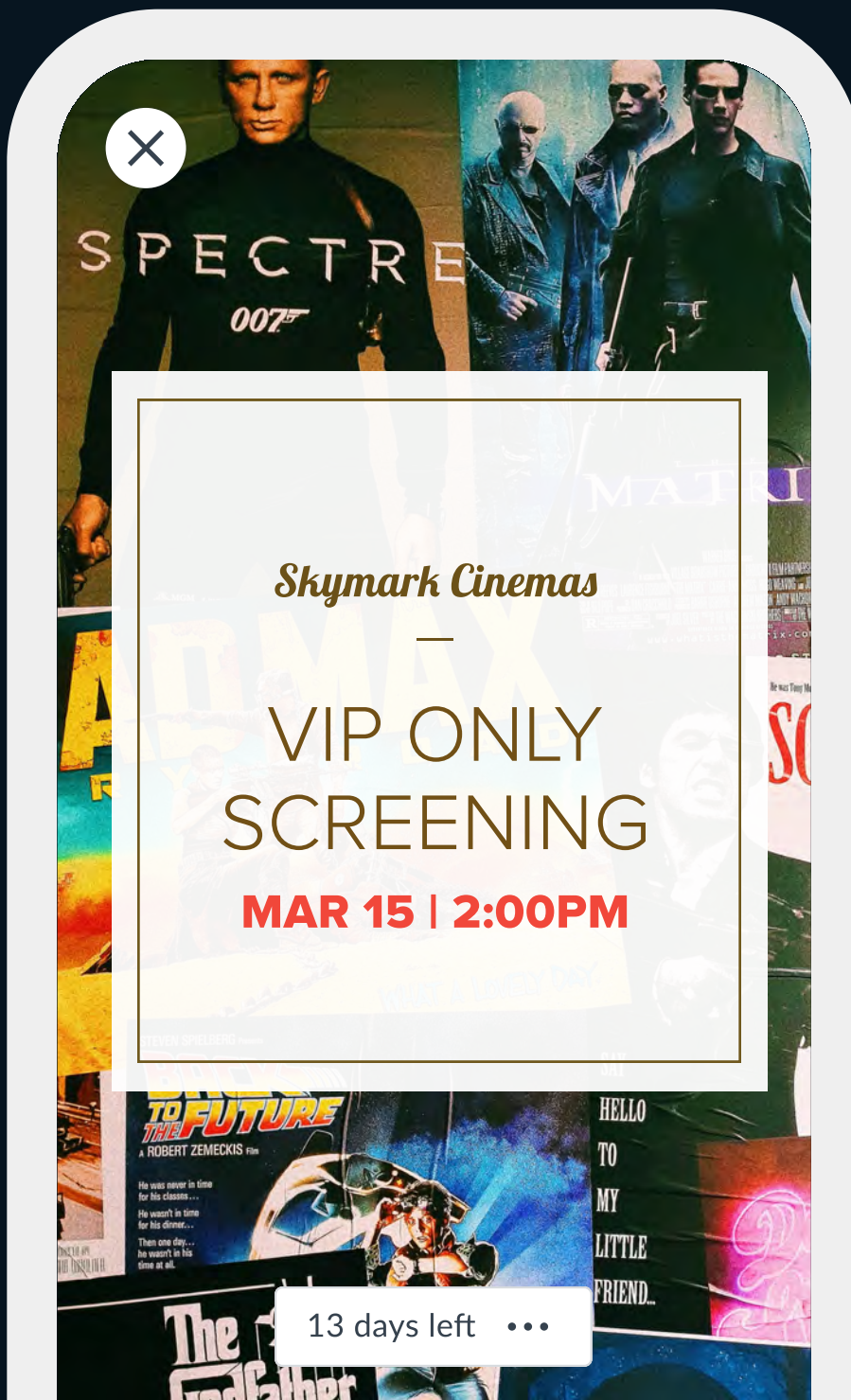
## IDEA #25

For Malls, provide VIP concierge service.



## IDEA #26

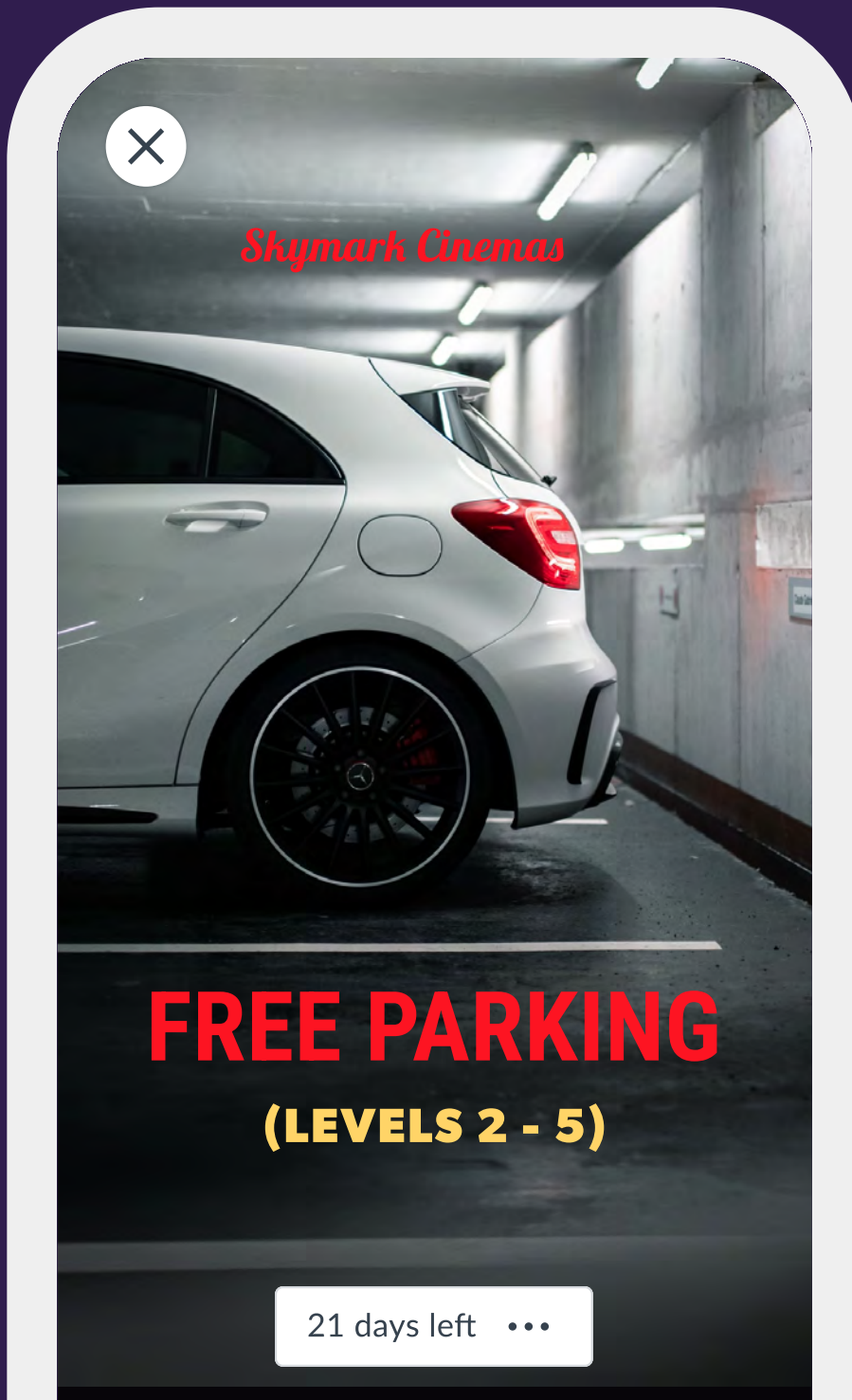
For Theaters, provide VIP-only screenings.





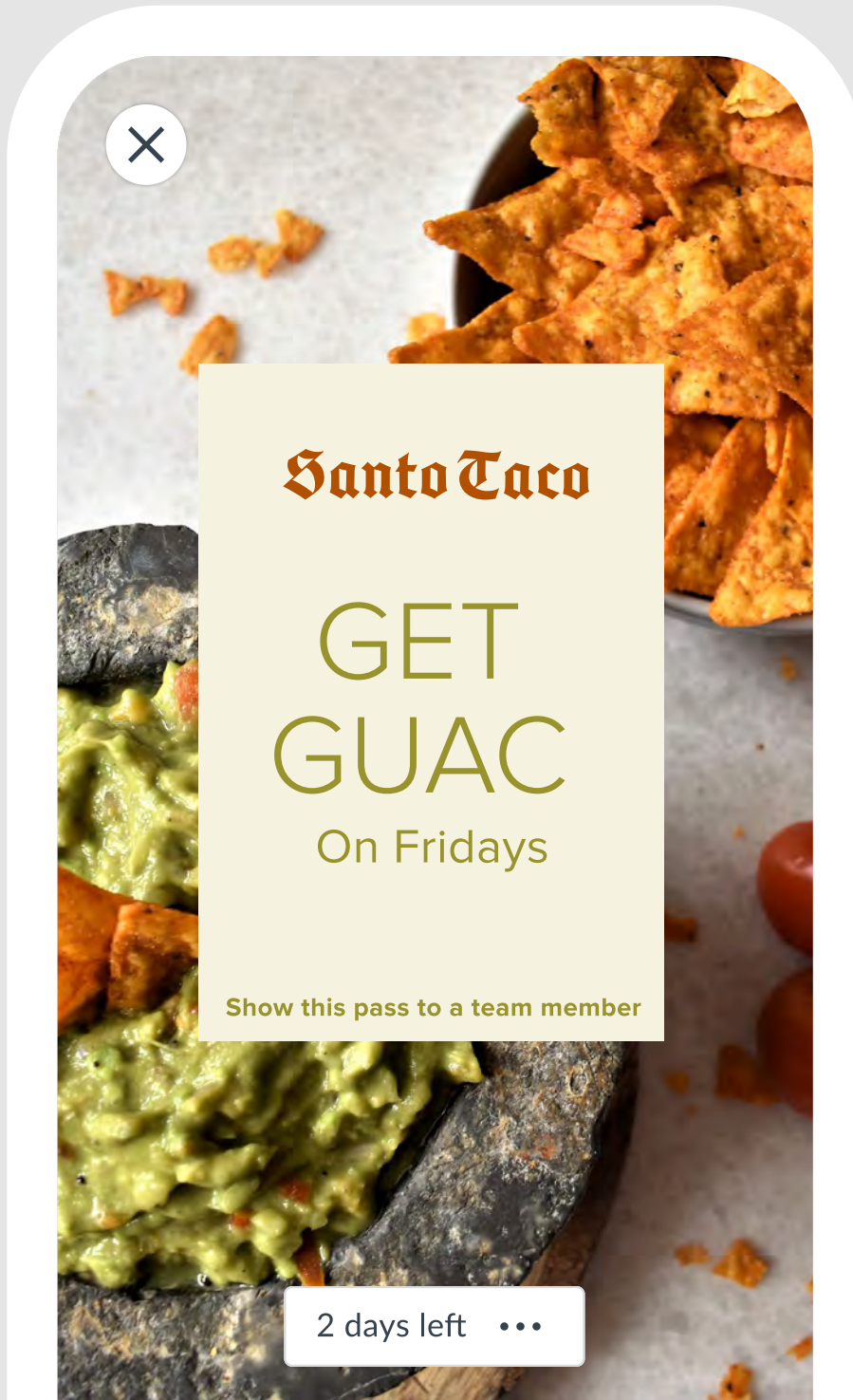
## IDEA #27

Free parking for 30 days.



## IDEA #28

Show this pass to get free guac on Fridays.



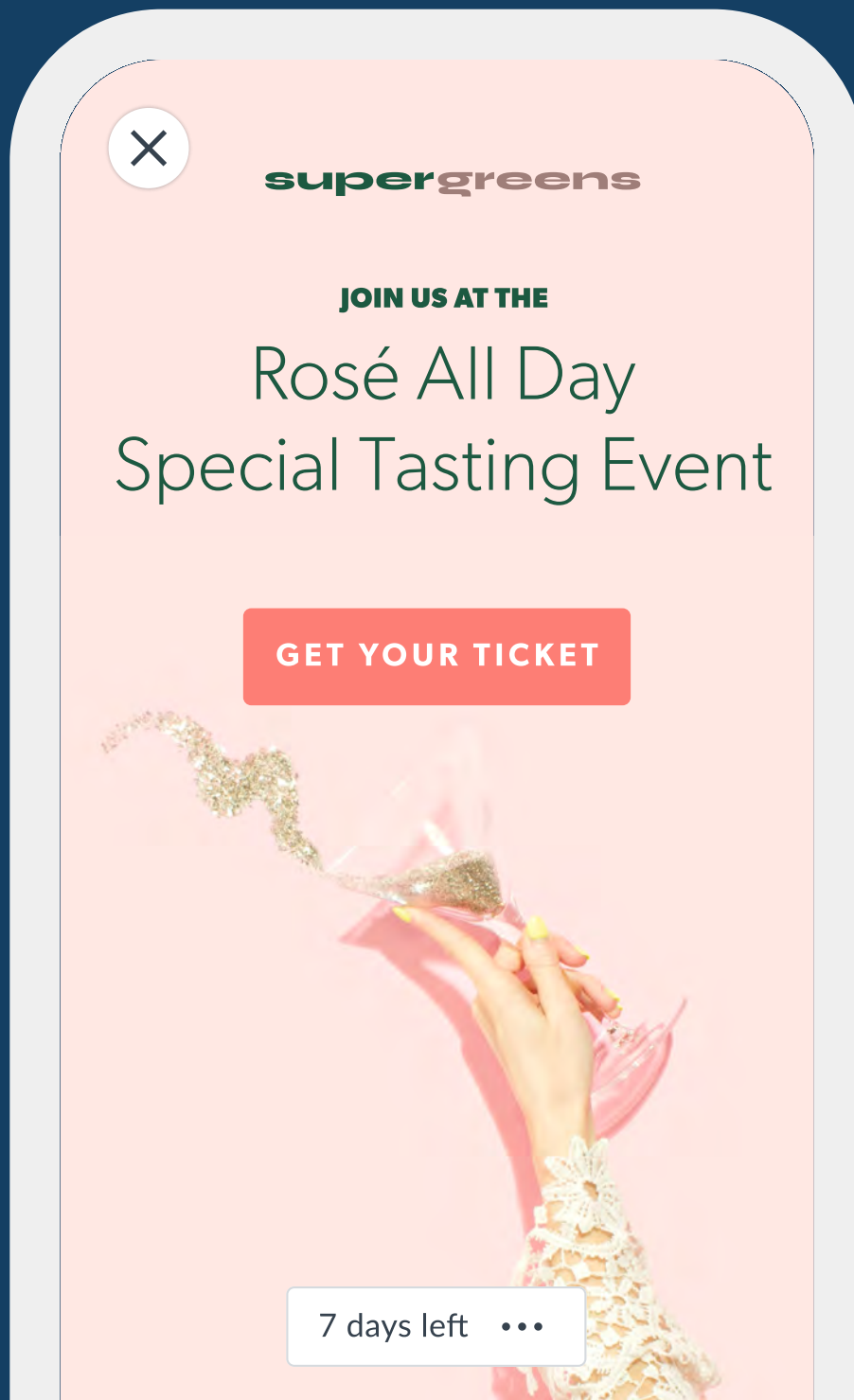
## IDEA #29

Happy hour pricing.



## IDEA #30

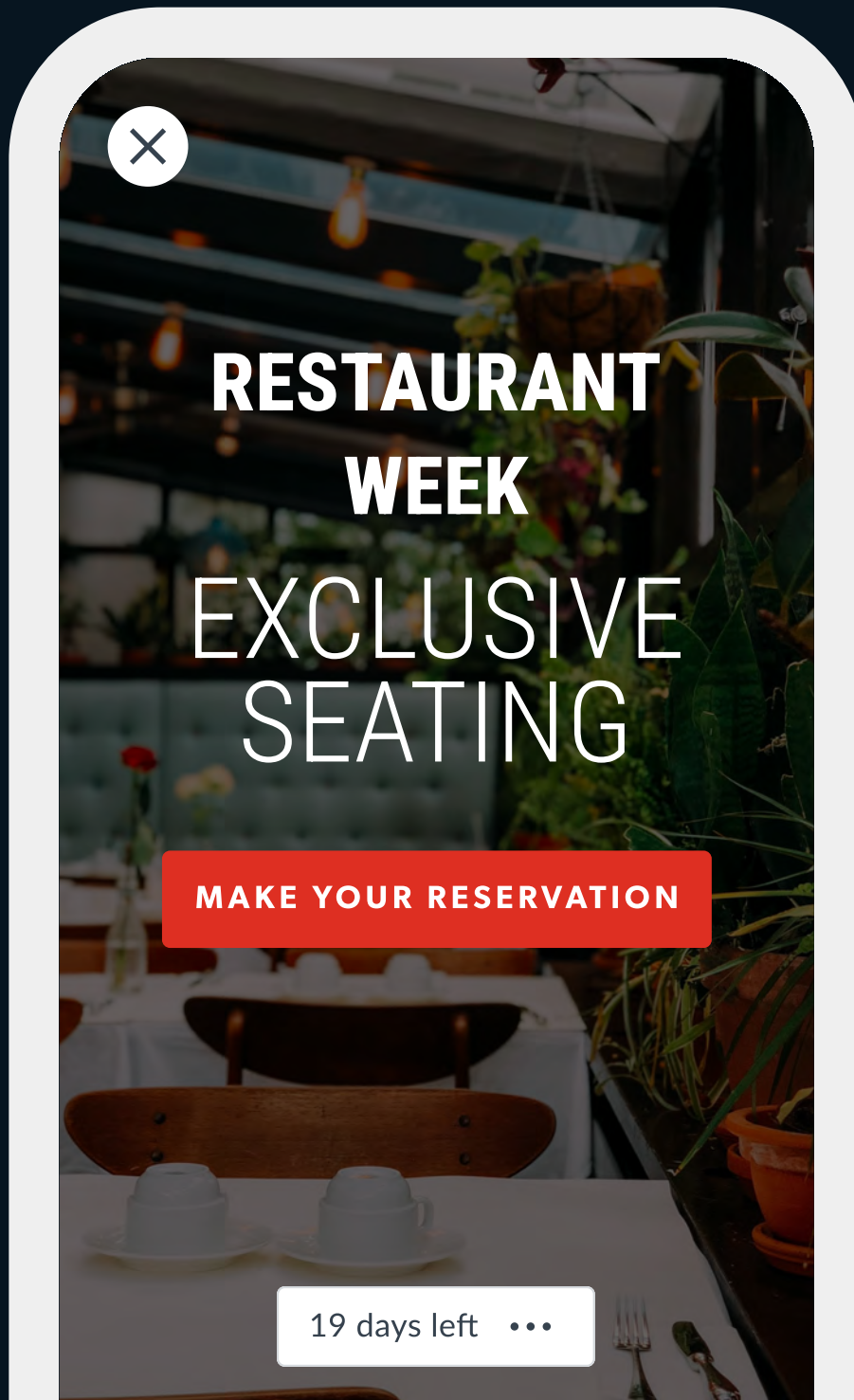
Invite customers to a free tasting event.





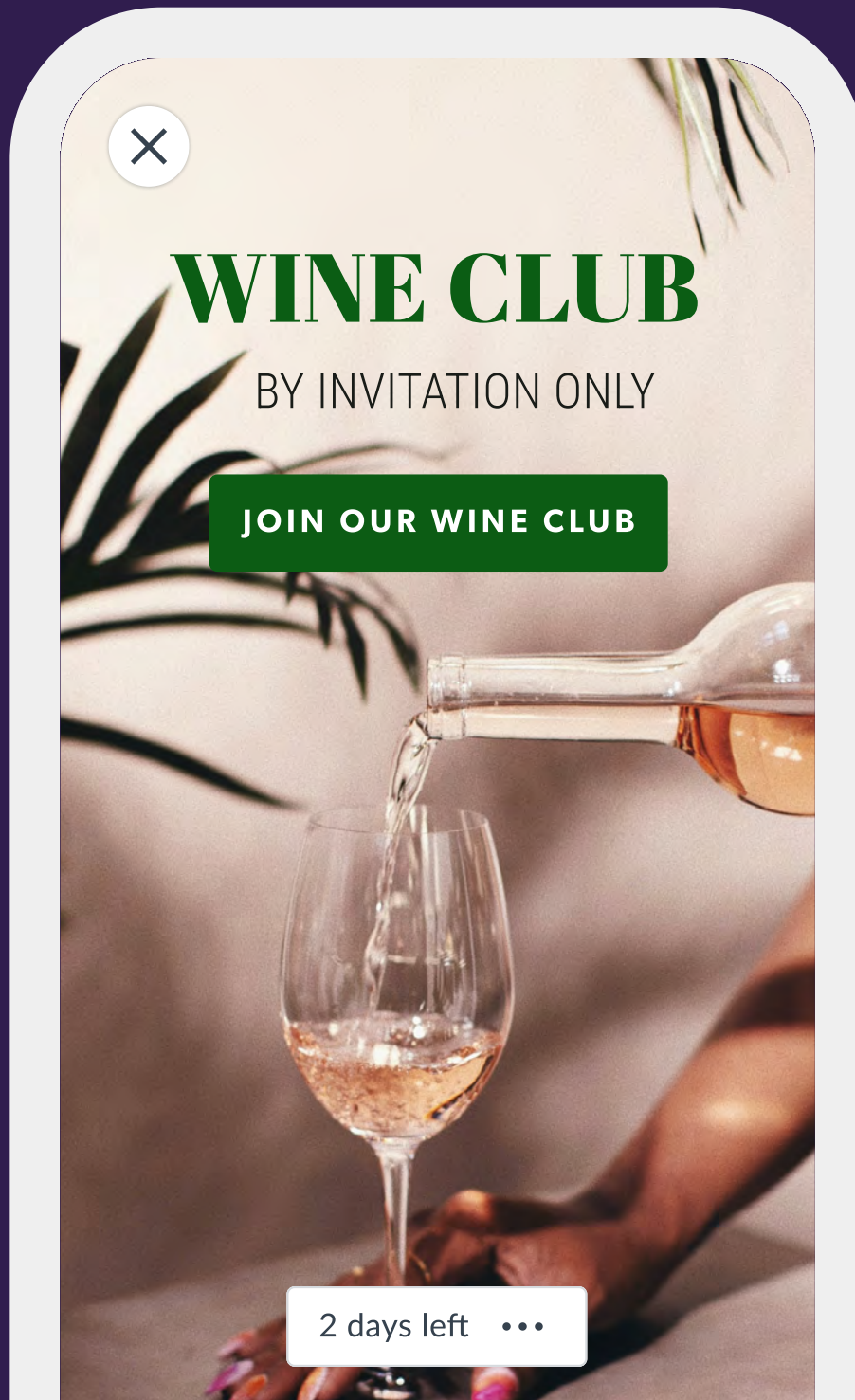
## IDEA #31

Invite guests to a restaurant week.



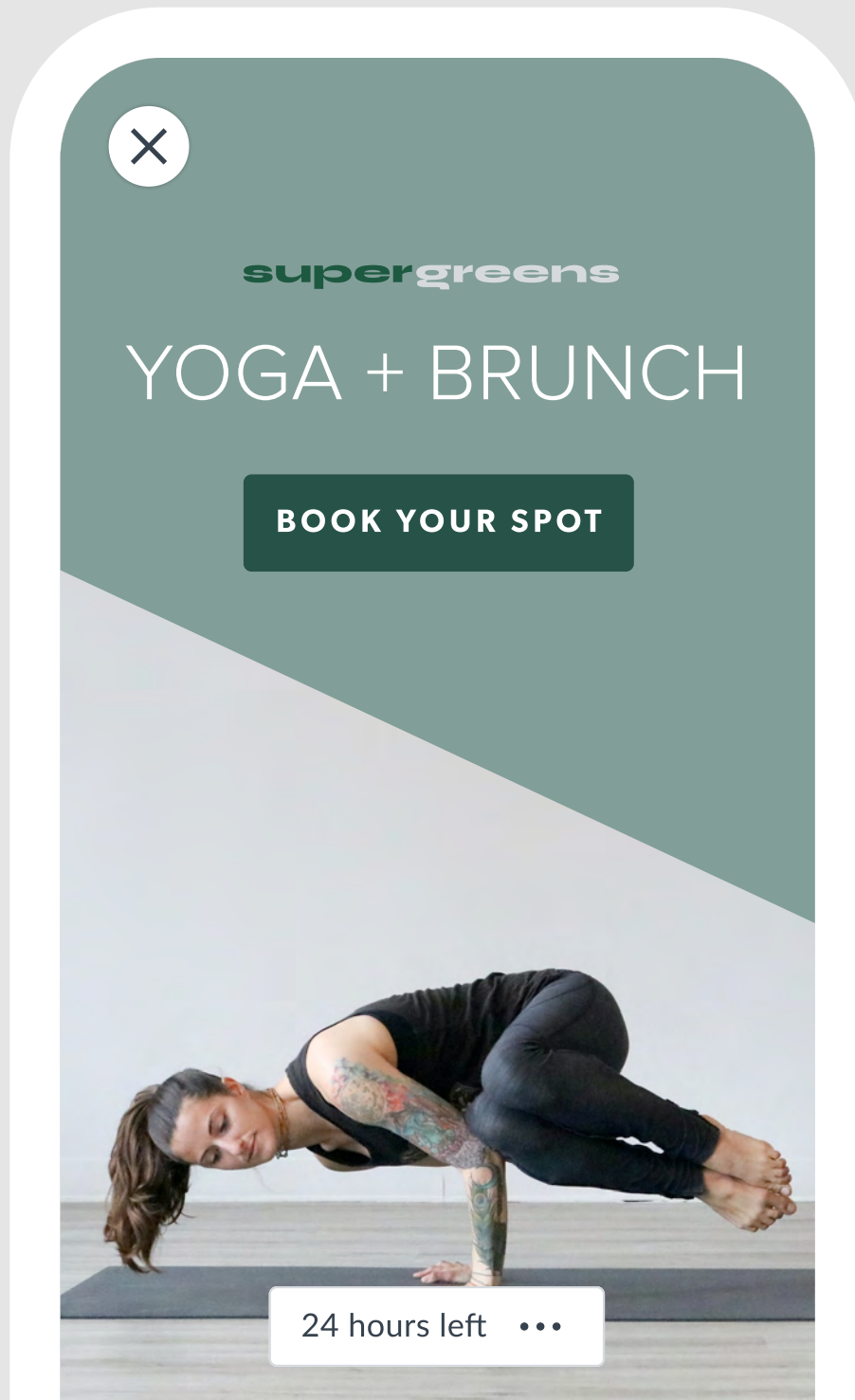
## IDEA #32

Link out to a wine club.



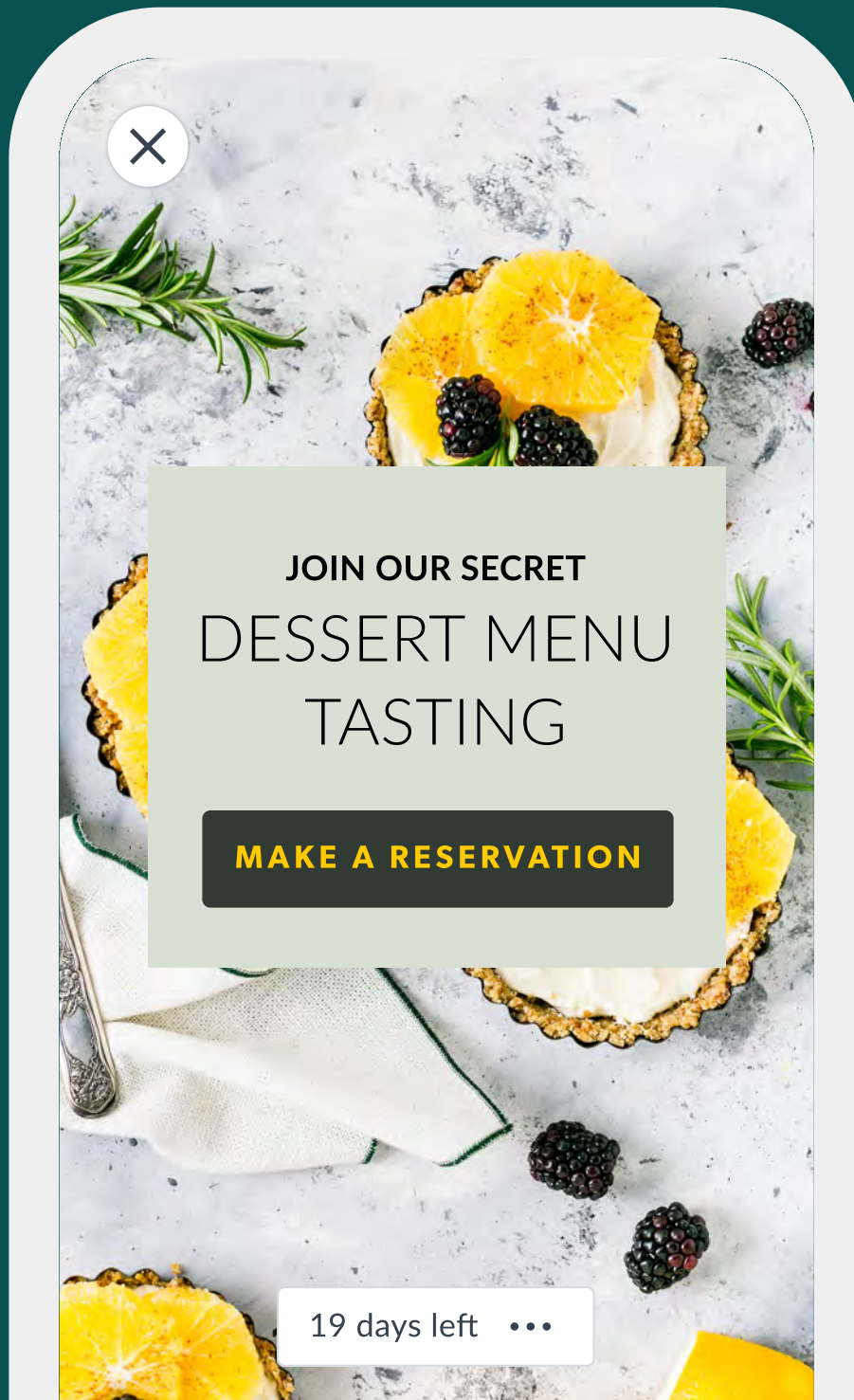
## IDEA #33

Invite customers to a yoga + brunch day.



## IDEA #34

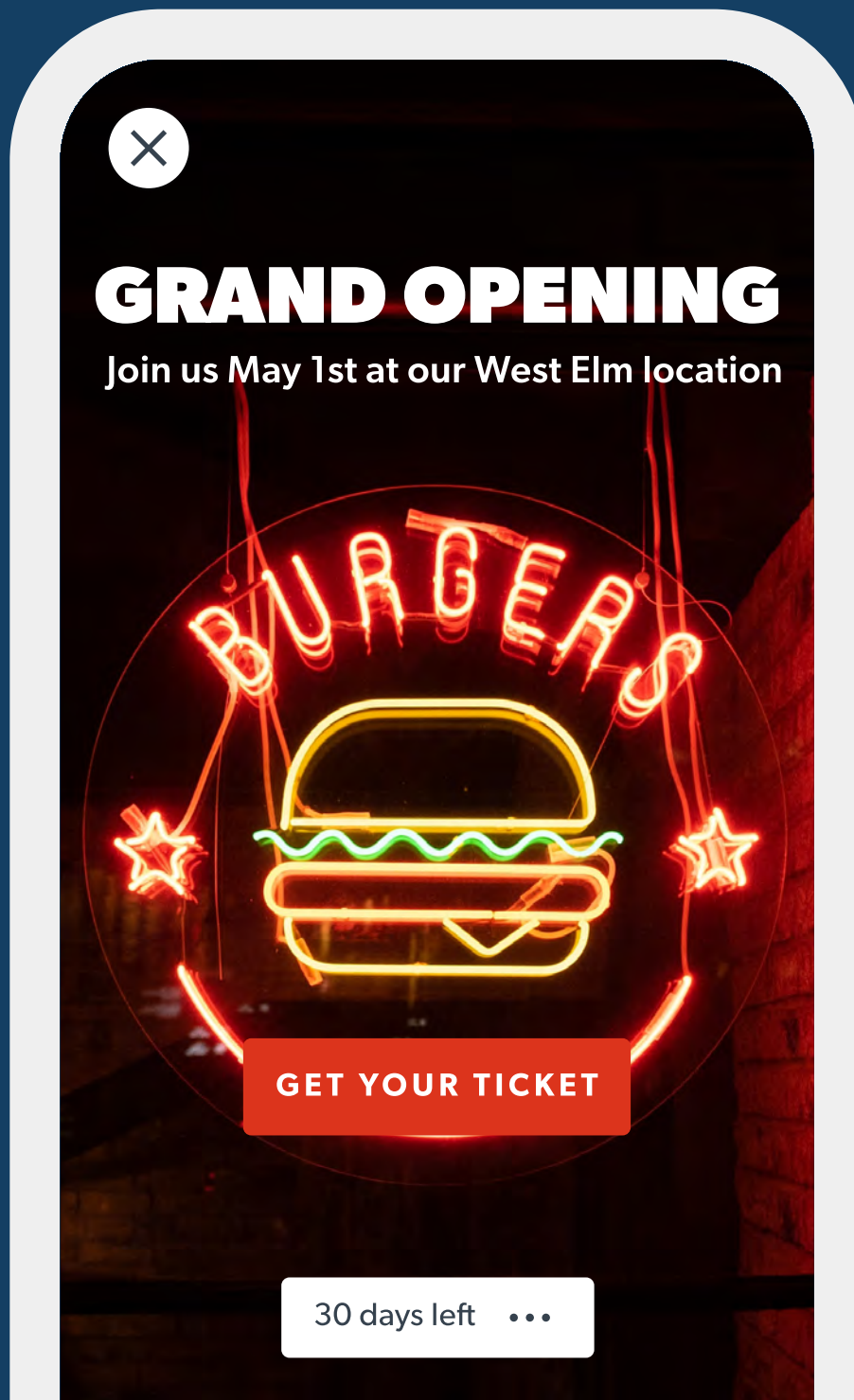
Invite customers to a secret menu tasting.





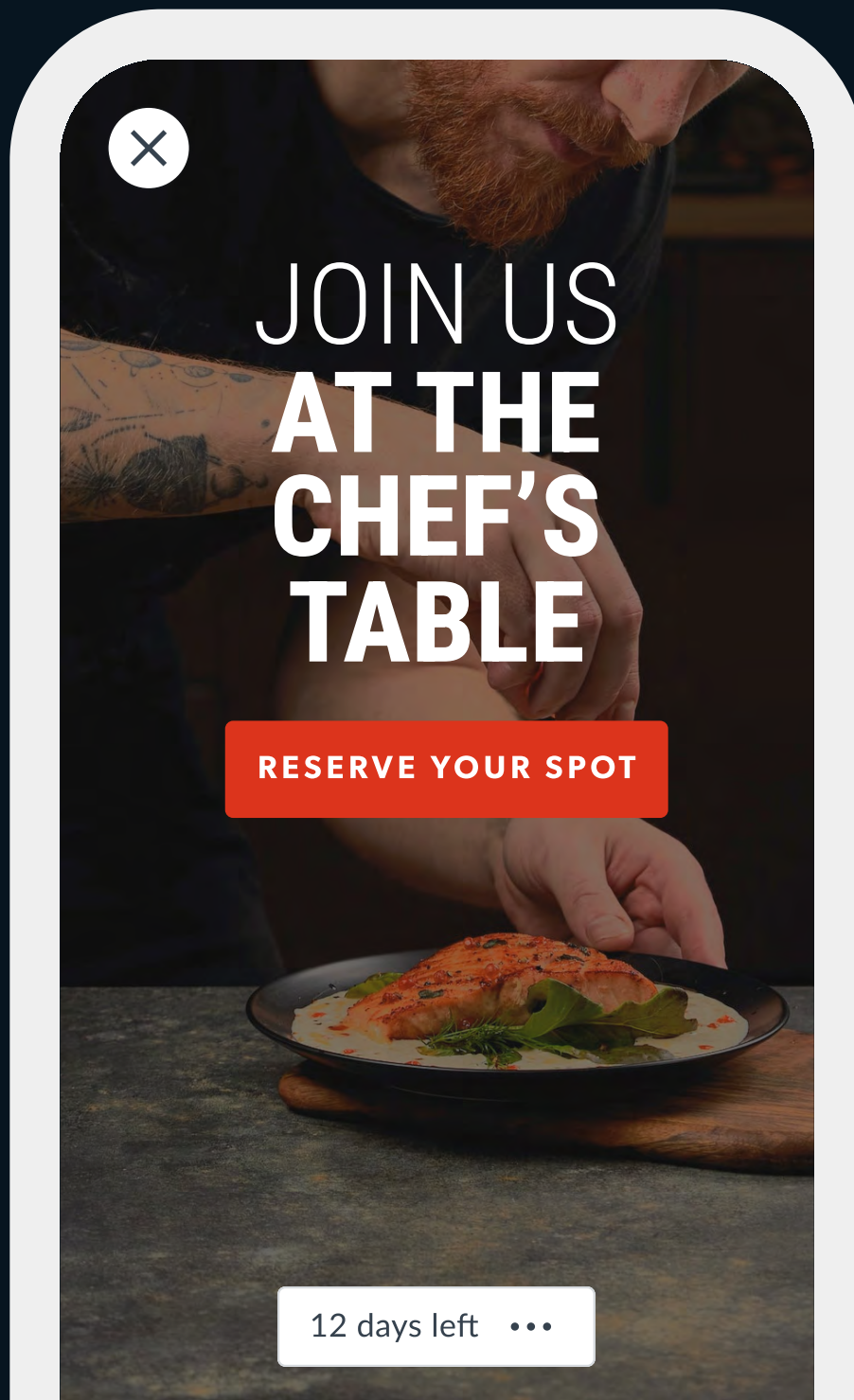
## IDEA #35

Invite customers to a grand opening.



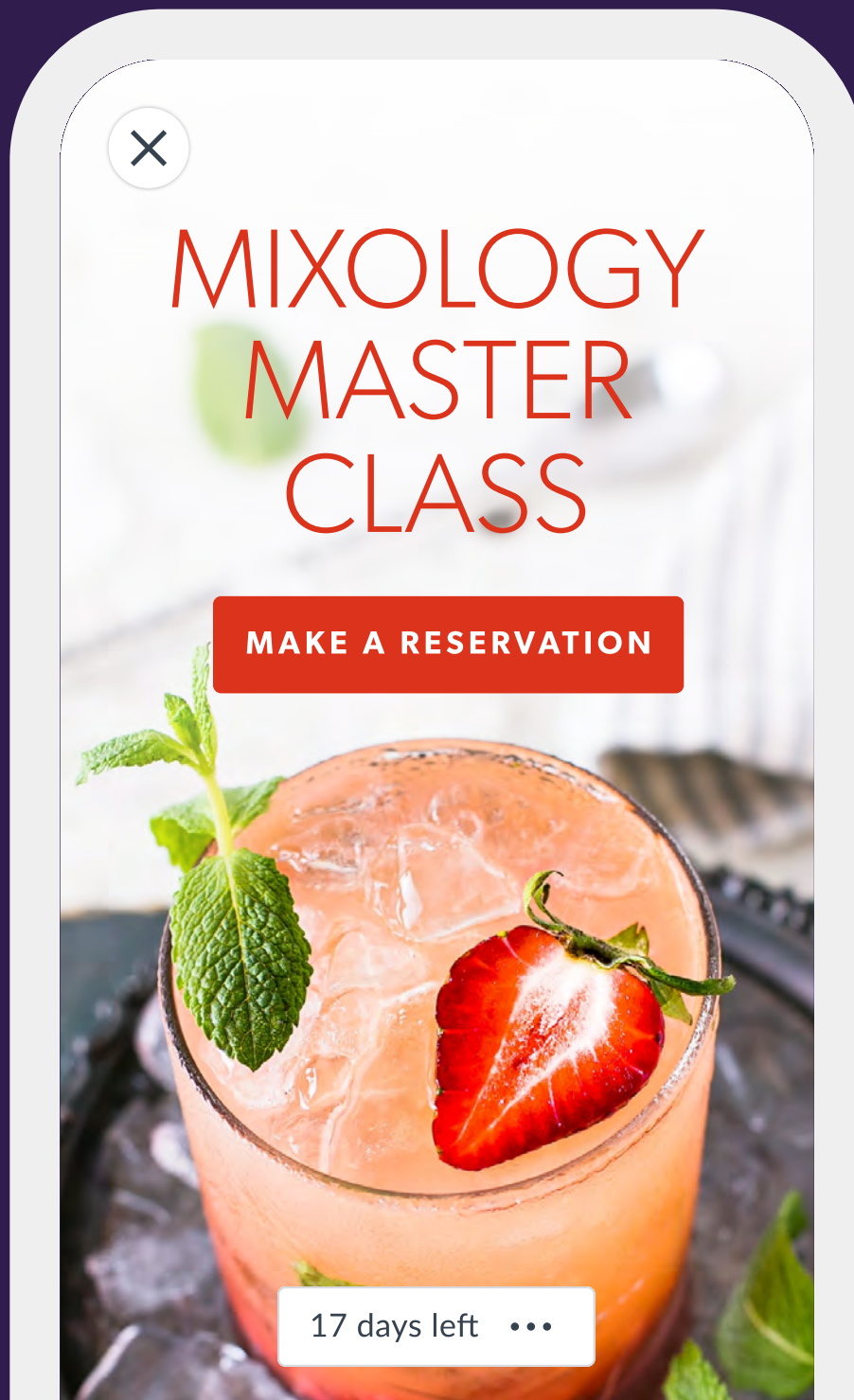
## IDEA #36

Invite customers to a chef's table.



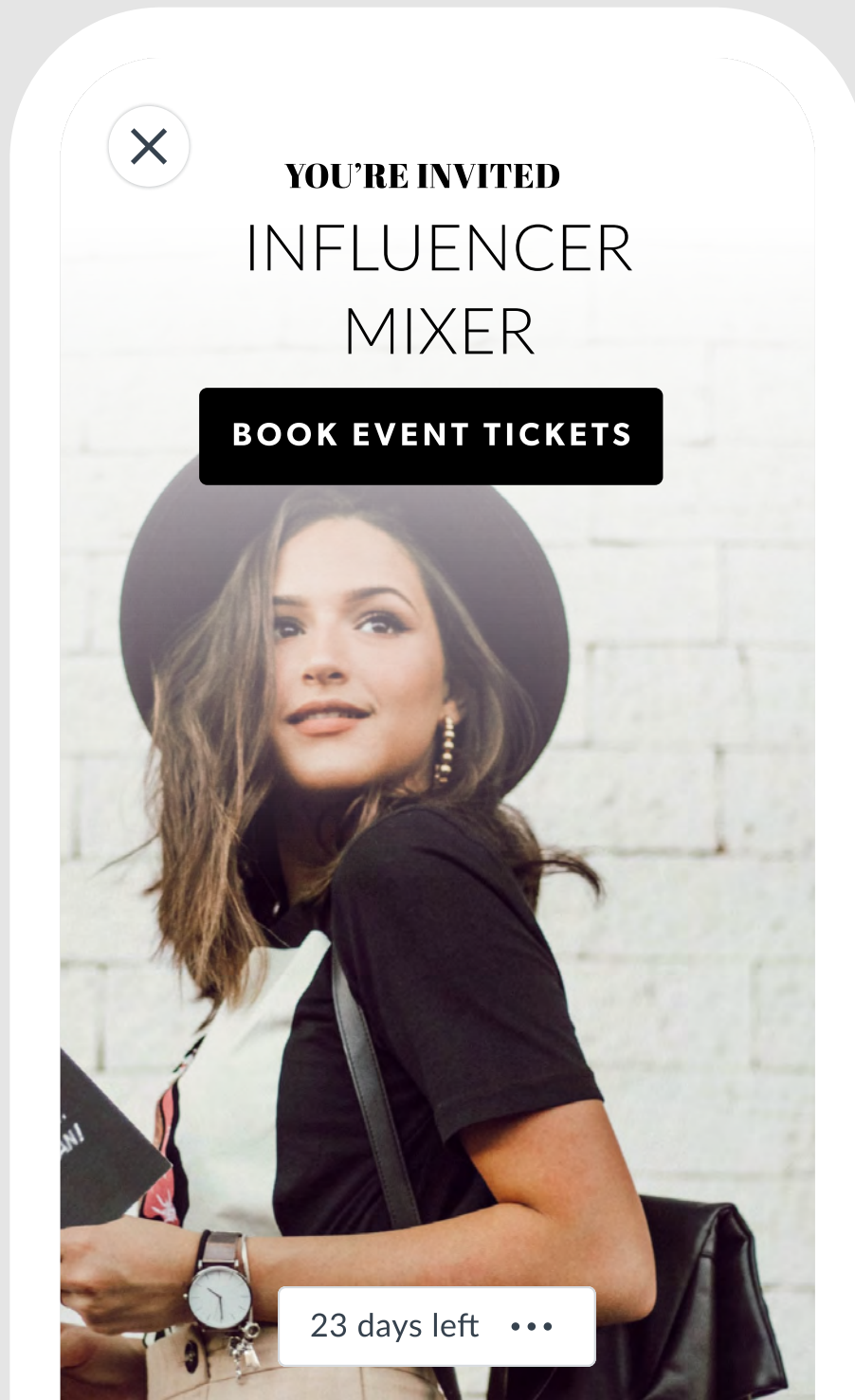
## IDEA #37

Invite customers to a masterclass.



## IDEA #38

Invite customers to an influencer mixer.





## IDEA #39

Invite customers to have dinner with the chef.



## IDEA #40

Invite customers to a cooking class.



## IDEA #41

Invite customers to sample a new menu and get feedback.



## 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](https://thanx.com/resources)

