



The Rogers Membership
Rewards Program



**BEYOND
THE
SEAT**

ROGERS™

MEET ROY



- Not a Roger's member
- Scrolls on social media, looking for ideas to impress his girlfriend
- Biggest Swiftie

SOCIAL MEDIA

- partner with local lifestyle influencers
- posts about the prizes/experiences with BTS



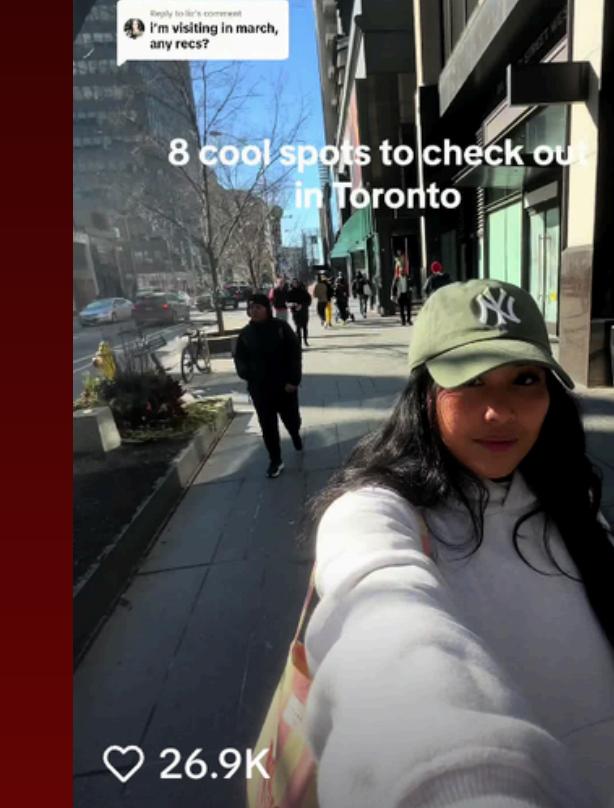
#RogersTaylorTuesday
Thank you @Rogers I c...

 reynchantress...  28.6K



@MilkUP Ontario is back an...

 erin22xoxo 



Replying to @liz let me kno...

 _angeronimo 



 PHLUR  Add a comment...

wangjenniferr • Follow
Original audio

wangjenniferr Christmas is coming early for 1 lucky winner! I will be giving away a huge beauty PR box this month so make sure to sub to my YouTube to stay updated!  #gifted #prunboxing #prhaul #prgifted #prgift


#laneigeca @cerave @itcosmetics @itcosmeticsca @laneige_us @itcosmeticsca @peachandlily @loreal.canada @yslbeauty @phlur @youthtothepeople @maisonmargielafragrances


#glycolicgloss #glasshair #cerave #yslbeauty #myslf #myslparfum #ceravecanada #developedwithderms #smellslikememories #afternoondelight #strawberryletter #ysllibre

15w

phlur So many goodies  we hope you enjoy!

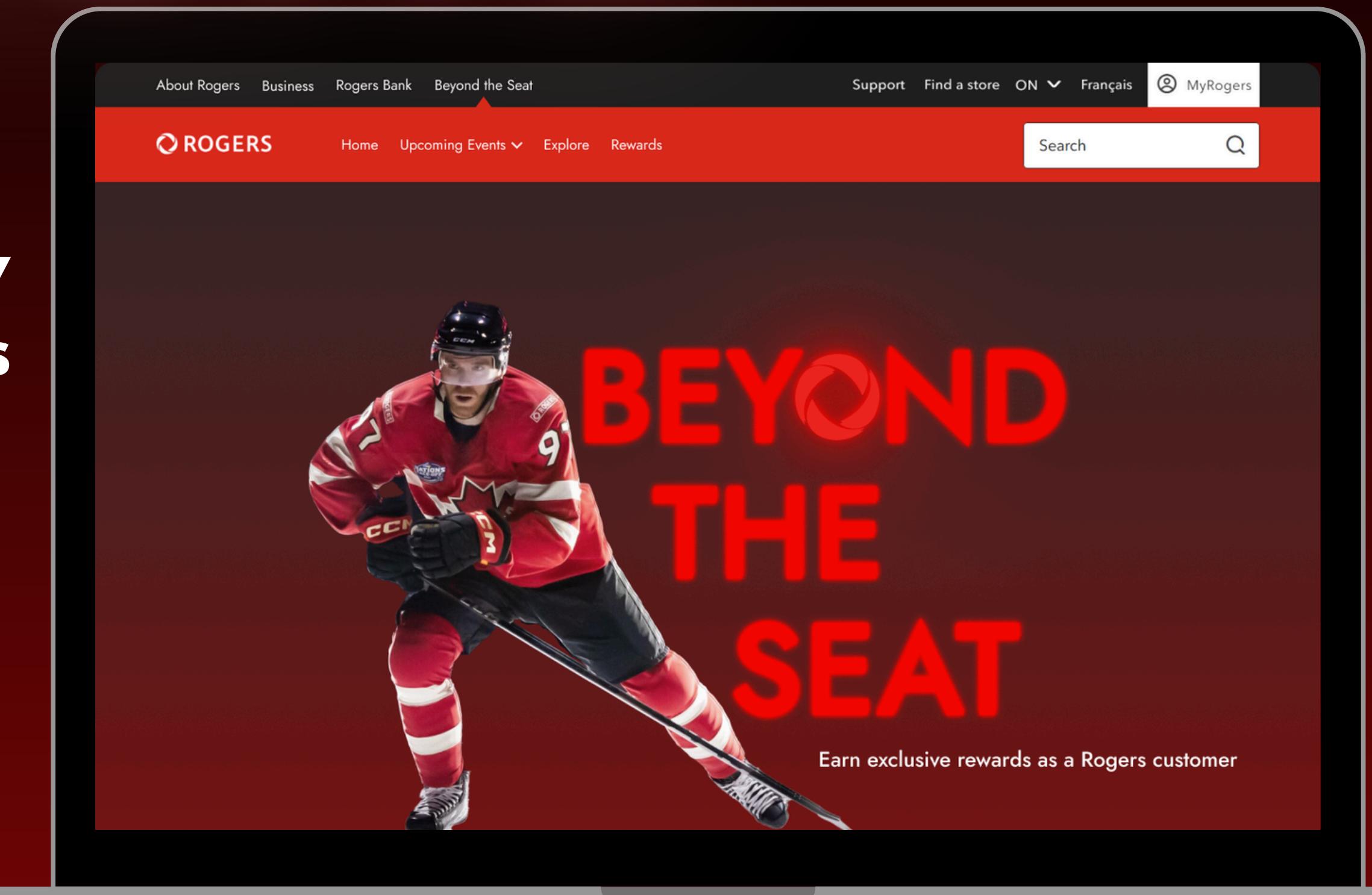
Liked by denise_rge and others
October 8, 2024



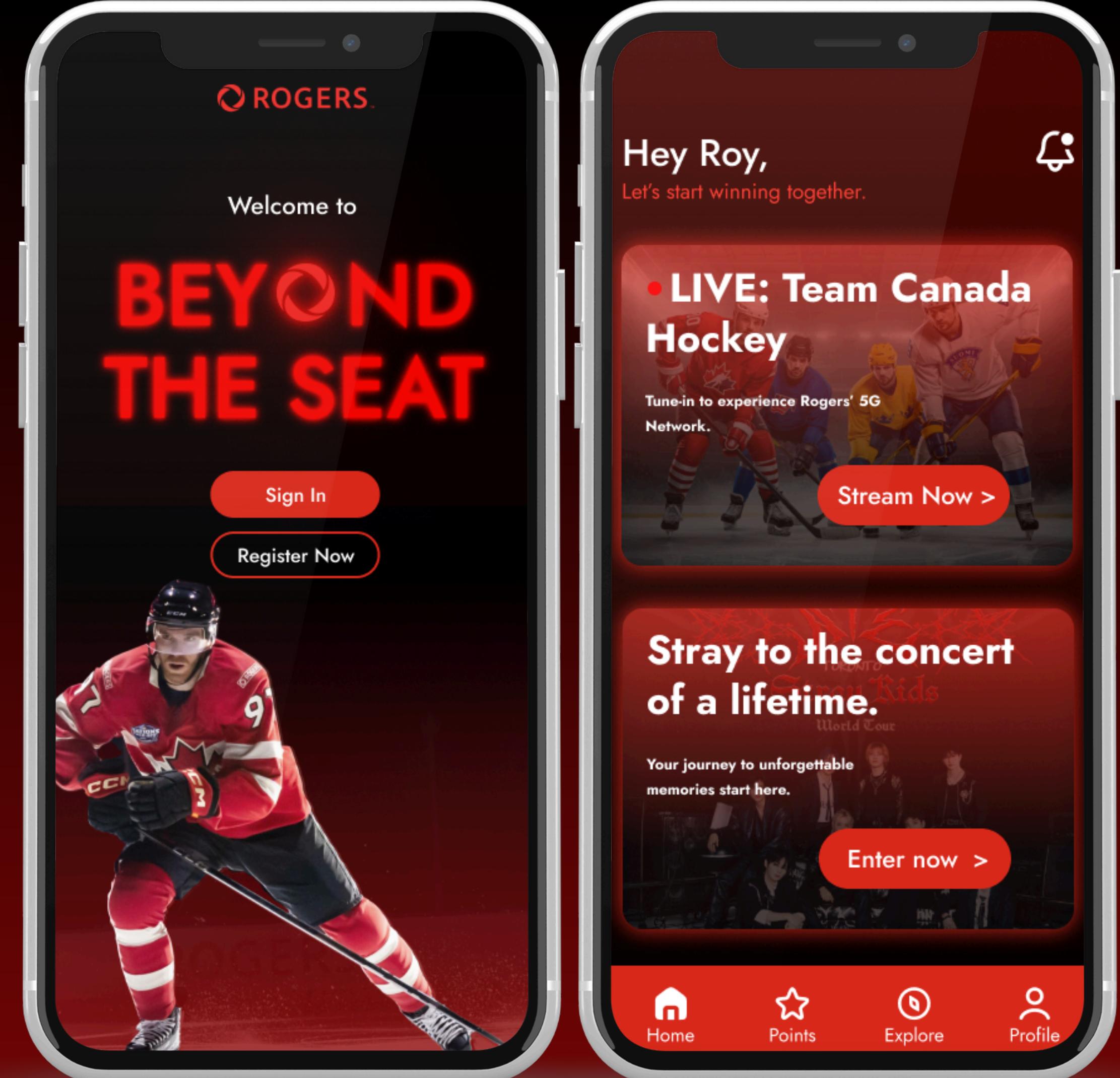
WEBSITE

- **dedicated page on Rogers website**
 - **increases visibility**
 - **showcase benefits to potential members**



APP

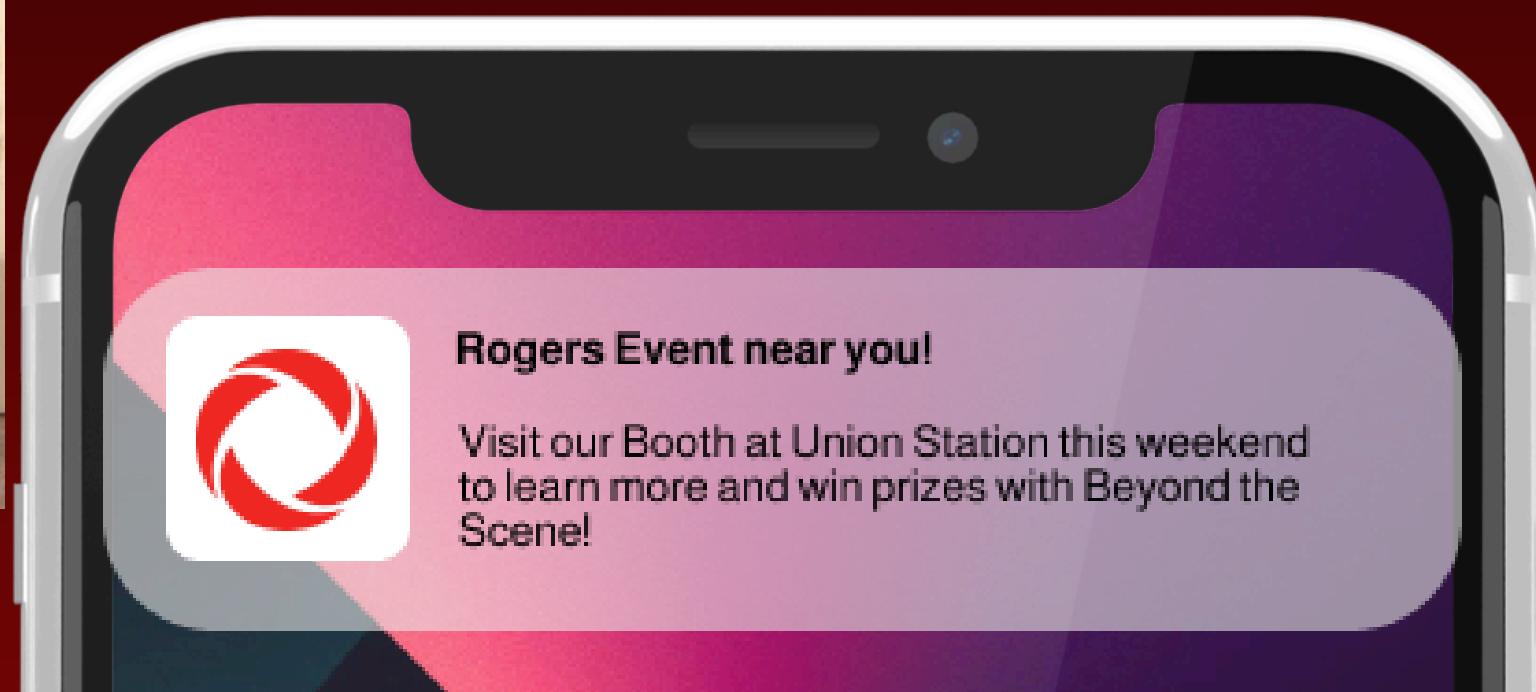
- notifications
 - emails get lost!
- livestream
 - trial of free 5G data



EVENT BOOTH/VR



- Play a game to win a prize
 - Rogers members can win bigger prizes
- Short VR experience of a stream in Rogers' 5G network
- Foster a positive emotional connection with Rogers and Beyond the Seat





**THANK
YOU**