



## Media Release

12 July 2017

### Edge Loyalty rebrands as Edge - announces new direction and leadership

Leading promotional solutions agency, Edge Loyalty, has announced that it will be shedding the second half of its name, rebranding itself as *Edge*.

The new name is intended to better reflect the next generation of promotional solutions that Edge now provides.

Fergus Koochew, Edge's Managing Director, says the name change is just one part of an exciting new chapter for the company.

"When Edge started, a large part of the business was focused on providing rewards to corporate and loyalty programs – hence the *Loyalty* part of our name. But as we moved towards a more sophisticated suite of digital platform based solutions, the name no longer gave an accurate representation of what we offer our clients," Mr Koochew said.

"This rebrand is a natural evolution of our business. Over recent years, Edge's shift to a more digital offering has allowed us to provide true end to end campaign management. And with brands now looking for more innovative promotional solutions, our early investment in digital reward content, custom promotional platforms and cloud based technology has paid off.

"We're now positioned as the vanguard of digital promotional solutions. And while there's certainly still a lot of value in physical rewards programs, we've seen demand for digital solutions skyrocket.

"Edge now issues the broadest suite of digital reward content in the Australian market, with demand growing at over 300% per year. Many of our clients are benefiting from our digital investment, experiencing increased efficiencies, engagement and cost savings."

Edge has also announced its intentions to take its unique combination of digital platforms, engaging rewards and comprehensive insurance into the Asian market. This charge will be led by former Commercial Director, John Jess, in his new position as Managing Director of Edge Asia.

"The expansion into Asia is a thrilling next step for the business - especially after our proven success in the Australian and New Zealand markets," Mr Jess said.

"We see a real opportunity for Edge's promotional platforms to make a splash in the region, helping brands to acquire new customers and drive sales in a particularly crowded market.

"Edge's unique consumer and trade based platforms, seamless integration with local digital content providers, and unparalleled promotional insurance, helps brands invest with confidence. We're excited to be able to bring that offering to the Asian market."

As part of Edge's new direction and repositioning within the Village Roadshow Group, Former Chief Operating Officer Fergus Koochew has taken on the role of Edge's Managing Director. Founder Nick Sims, who sold Edge Loyalty to VRG in 2012, remains at the helm as Global CEO of Village Roadshow's Marketing Solutions Division.

## **ENDS**

**Media Enquiries:** Patrick Rasmussen      0430 159 690      [prasmussen@prx.com.au](mailto:prasmussen@prx.com.au)

Visit [www.edgepri.com](http://www.edgepri.com) for more information

## **About Edge**

---

Edge is a leading promotional solutions agency with a proven track record of increasing sales, encouraging product trial and driving customer acquisition through engaging reward mechanics. Edge was founded in 2006 and acquired by Village Roadshow in 2012, where it sits under the Group's *Marketing Solutions* division, with offices in Melbourne, Sydney, Hong Kong and Singapore. Using its unique digital platforms, Edge offers customisable solutions to brands and agencies looking to engage with both their existing, and potential, customers in creative and effective ways.

Edge has the largest collection of rewards, the most affordable and comprehensive insurance coverage, and the most driven and experienced staff. Edge also offers the flexibility of full service, end-to-end campaign management or the ability to support an existing marketing plan.

Edge delivers over 300 high profile campaigns annually, including, for example: Lion's 4X Collect and Get BBQ Galore campaigns, Fujitsu's air-conditioning Cash Back campaign featuring Mark Taylor, NAB Rewards, and Guaranteed Money Back campaigns with Sard Wonder.