

A woman with blonde hair, Rachel MacAdam, is sitting on a green chair, smiling. She is wearing a black jacket and blue jeans. She is surrounded by several SKIP bags and a cart. The background is a white brick wall. The text "Building Loyalty, the Skip Way" is overlaid on the image in large white font.

Building Loyalty, the Skip Way

Rachel MacAdam | Skip VP, Marketing.

SKIP

A man in a dark shirt is holding a tray with two drinks, looking towards two women in a restaurant setting. The background is dimly lit with warm lights.

At Skip our brand evolution fueled our loyalty strategy.



So.
Let's start there.

**Skip was
facing three
key challenges.**

3

1.

**Undifferentiated
from UberEats and
Doordash.**





2.

**Global creative was
diminishing our Canadian
roots and identity.**



3.

‘SkipTheDishes’ restricted awareness of our offerings beyond resto.

A close-up photograph of a vintage telephone control panel. The panel is dark blue with a wood-grain border. On the left, a rectangular key with a white background and a red letter 'K' is visible. To its right is a circular button with a white center and a red 'RESET' label. The text 'We needed a reset.' is overlaid in white on the left side of the image.


**We needed
a reset.**

A glowing DNA double helix structure is the central focus of the image. The structure is illuminated with a warm, golden-yellow light, making it stand out against a dark, deep blue background. The helix is shown in a perspective that curves across the frame, with several other similar but out-of-focus helices visible in the background, creating a sense of depth and scientific complexity.

**We went back to the
core DNA of Skip and
why it was founded.**




To deliver the joy of the things Canadians want without the time and effort of doing it themselves.



**We found this
proposition is more
relevant today than ever.**



Canadians face more daily annoyances, more hassles, and more stress everyday.



From long commutes,
dreadful line ups,
impossible parking, not
to mention... **WEATHER!**



The cumulative effect of daily hassles takes a toll.

Small Hassles, Big Stress: Why
the Little Things Get to Us.

Psychology Today

Even the small stresses of
daily life can hurt your health.

The Washington Post

The Power of Mild Annoyances.

Medium



Here's the
good news...



**Skipping the BS of
daily hassles is what
we've always been about.**



Our strategy:

**present Skip as the
solution to bypass all of
life's inconveniences.**



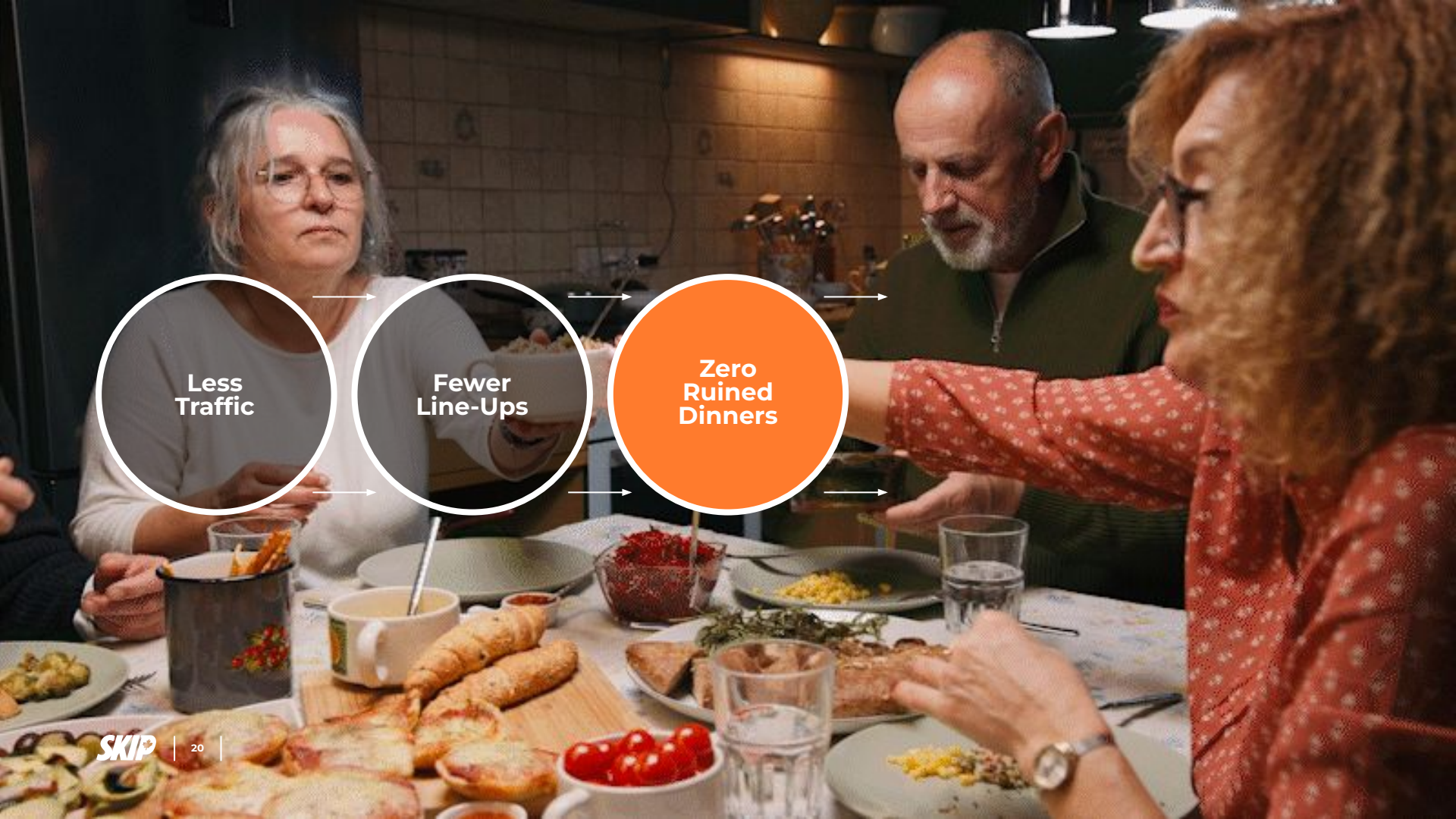
Less
Traffic





Less
Traffic

Fewer
Line-Ups



Less
Traffic

Fewer
Line-Ups

Zero
Ruined
Dinners

SUPERMARKET

Less
Traffic

Fewer
Line-Ups

Zero
Ruined
Dinners

No 10pm
Diaper
Runs





Less BS.
More joy.



SKIP MC / TM
to the
good part.



A construction site at dusk with several tall cranes and skyscrapers under construction. The scene is filled with the silhouettes of cranes and the skeletal frames of buildings against a darkening sky. The overall atmosphere is one of active development and progress.

**This is how we built
foundation for our
loyalty offering.**

Introducing...

SKIP  **+**

Brand Promise

To help
Canadians
Skip to the
good part.

Skip +

Unlock the best
experiences for
our loyal fans.

A photograph of a closed barrier gate in a dark parking garage. The gate is orange with black diagonal stripes. The text "But we had a major challenge to overcome." is overlaid in white.

**But we had a major
challenge to overcome.**

**Skip+ was the
last to market.**





Summer of DashPass

UberOne and DashPass were already established loyalty programs in market.





**This allowed us to learn
how Canadians feel
about these programs.**

A magnifying glass with a black handle and a silver rim is positioned over a document. The lens is focused on a specific area, which appears to be a large, light-colored shape. The background is a blurred, light-colored surface, possibly a desk or a table. The text "And here is what we found out..." is overlaid in white, bold, sans-serif font on the left side of the image.

**And here is what
we found out...**



App switching is still the norm among Canadians when it comes to delivery.

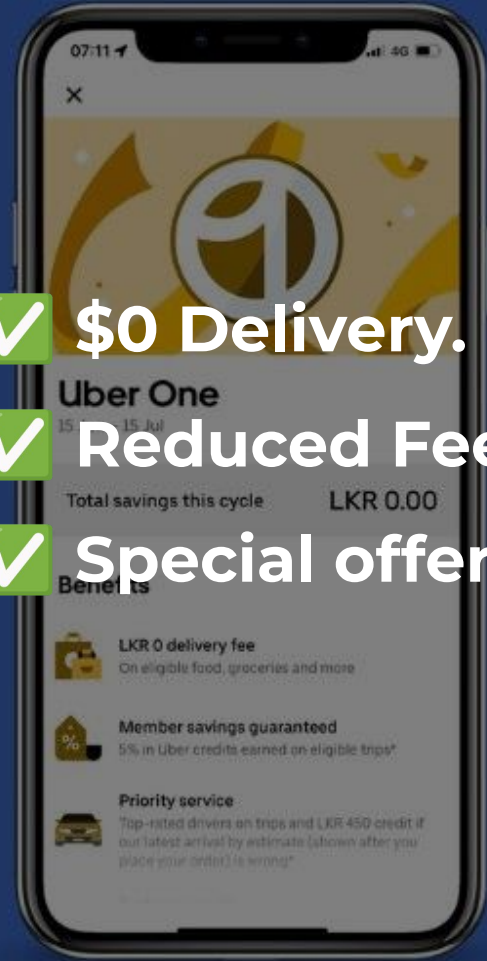
50%

of customers use more than one delivery app (amongst UE, DD, Skip)*

Canadians are constantly moving between programs in search of the best deals and offers.

Because these programs did little more than check the box on functional benefits.

- ✓ \$0 Delivery.
- ✓ Reduced Fees.
- ✓ Special offers.



A man with glasses and a purple sweater is shown in profile, looking towards the right. The background is a blurred office setting with a door labeled '5A'. Overlaid on the image is the text 'What they were missing is Emotional Loyalty'.

What they were
missing is
Emotional Loyalty

Emotional Loyalty

(Noun)

The deep connection members feel when programs go beyond functional rewards to deliver meaningful experiences, recognition, and belonging.


**This revealed a
whitespace that
our competitors
weren't delivering.**



A wooden ball is the central focus, surrounded by many blue balls of various sizes. The background is a solid blue color. The text is overlaid on the scene.

**And that replicating
what they were doing,
was not an option.**

**Instead, we created a
program that won both
the minds and hearts
of Canadians.**



**We delivered all the
table stakes things
these programs deliver.**



But we prioritized three
key strategies to drive
emotional loyalty.

A silhouette of a person standing with a suitcase, looking out a window at an airplane flying in the sky. The scene is set against a bright, hazy background, possibly a sunset or sunrise. The person's reflection is visible on the surface they are standing on.

#

First, we tapped into
Canadians' passions
beyond food.

Things like

Travel.

Sports.

Music.

Experiences.

Exclusivity.



We gave Canadians
unique experiences in
festivals like Osheaga.



Long line?
Our problem.

SKIP the line

Help them Skip
the line on
Canada's most
hyped events.



Skip the line

Skip+ members get early
access to tickets.

SKIP+

**These are the
things that drive
emotional loyalty.**



Things that our competitors are not delivering.



Uber
Eats



#2

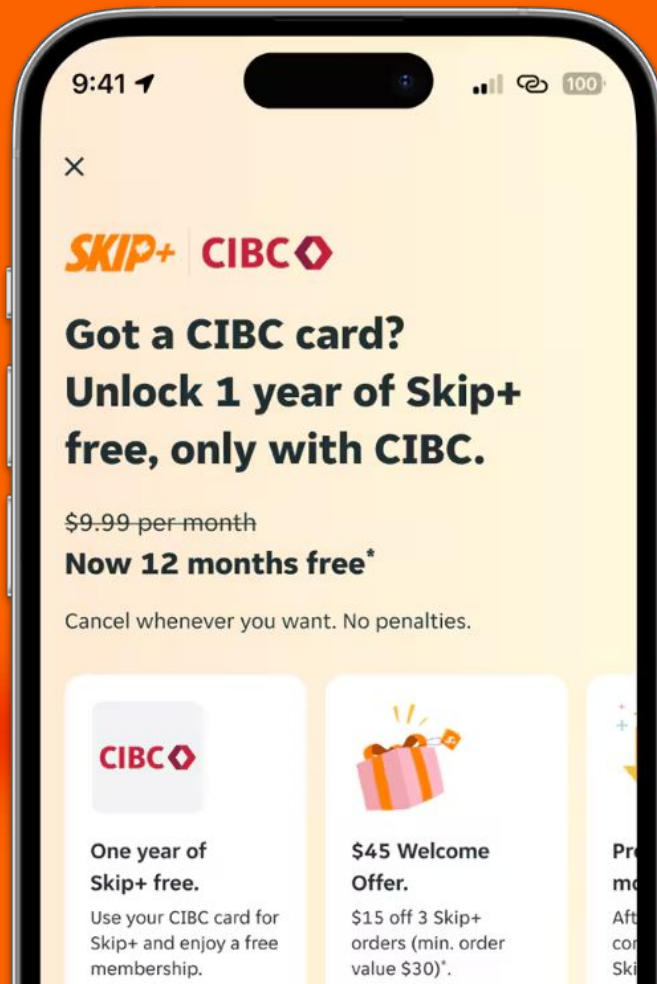
**Second, we extended
our reach through
strong partnerships.**

CIBC 



Our partnership with CIBC has become an effective growth driver.

1. Promote offers across their network and clients.
2. Media support to cross-promote our offers.
3. Qualified leads who are sticky and active.



A close-up photograph of a mechanical component, likely a part of a vehicle's suspension or steering system. The component is primarily red with yellow and black geometric patterns. A bolt is visible at the top. The lighting is dramatic, with strong highlights and deep shadows.

**It's a win/win
collaboration.**

1.

CIBC benefits by giving their clients Skip+ as a valuable perk.

2.

Skip benefits by building lifetime relationships with them.



TOP

And it drove
incredible
Results.



53%

of new Members
driven by CIBC.

CIBC 

#3

Third, Points!



Canadians love points.

66%

of Canadians adjust when
or where they shop to
accumulate more points.

58%

modify their spending to
maximize loyalty points.

**Skip+ is the only
program to offer
proprietary points
system.**

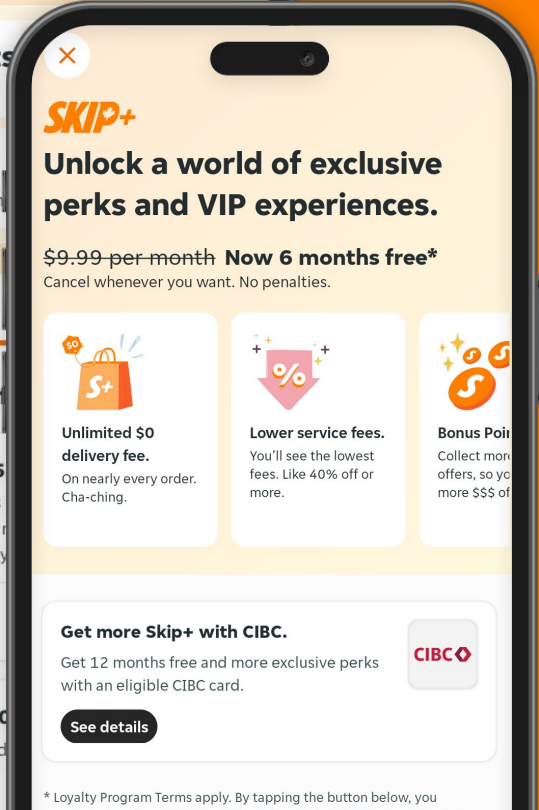
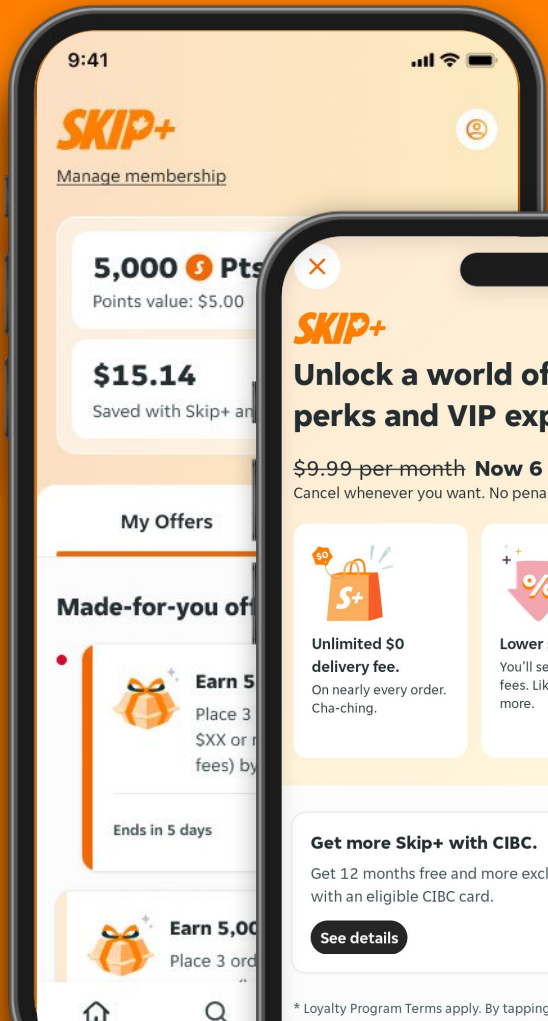


**And our data
shows, Canadians
are eating it up.**

1.
9B
in redeemed
Points.

2.
5M
Redeemed
Daily

3.
20%
of all Skip+
savings.



* Loyalty Program Terms apply. By tapping the button below, you

SKIP 

WESTJET 
REWARDS

**We're also connecting our
rewards with other loyalty
programs Canadians love.**



Skip extends the value of WestJet points from travel into everyday moments like delivery.

What's in it for members?


500 WestJet points — use them toward your next flight or your next food delivery

6 months of Skip+ — save up to \$120 with \$0 delivery and more

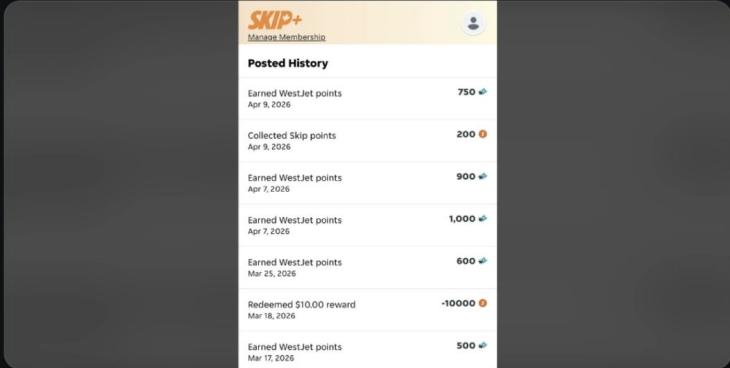
Weekly personalized offers — weekly tailored offers in the Skip app

Flexible redemptions — redeem WestJet points for Skip credits and use toward your deliveries

And we are seeing great response from Westjet Rewards members.

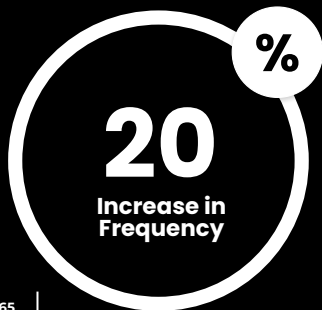
←  r/westjet · 3d ago
toolsdayjoker

Skip is honestly the easiest way to earn points these days



Posted History	
Earned WestJet points Apr 9, 2026	750 ✈️
Collected Skip points Apr 9, 2026	200 🍌
Earned WestJet points Apr 7, 2026	900 ✈️
Earned WestJet points Apr 7, 2026	1,000 ✈️
Earned WestJet points Mar 25, 2026	600 ✈️
Redeemed \$10.00 reward Mar 18, 2026	-10000 🍌
Earned WestJet points Mar 17, 2026	500 ✈️

📌 94 🗣️ 46



An aerial photograph of five sprinters in various colored uniforms (orange, red, yellow, blue, and red) competing in a race on a red track. The track has white lane markings and large white numbers (7, 6, 5, 4, 3, 2) visible at the bottom. The runners are captured in mid-stride, with their shadows cast on the track. The text "These three strategies set Skip+ apart as a winning loyalty program." is overlaid in the center in a large, white, sans-serif font.

These three strategies
set Skip+ apart as a
winning loyalty program.

A hand holding a lit torch against a dark red background with sparks. The torch is lit, and bright sparks are flying out from the tip. The background is a deep, dark red color, and the overall scene is illuminated by the light from the torch.

**Skip+ has been a
game changer
for Skip.**

It drove a tangible lift in order volume and created stickier members.



24%

Increase in Spend



**Skip+ substantially
increased order
frequency among
our customers.**



21%

Lift in Frequency




This is just the
beginning for Skip+.

An aerial photograph of a winding asphalt road cutting through a dense, lush green forest. A small car is visible on the road, moving away from the viewer. The text "Building loyalty is an ongoing journey." is overlaid in white, bold, sans-serif font across the center of the image.

**Building loyalty is
an ongoing journey.**

A person wearing an orange cap and a blue jacket is holding a white shopping bag with orange handles. The bag features the SKIP logo in orange, which includes a stylized maple leaf and a plus sign. The background is dark and out of focus, suggesting an indoor setting.

**Our goal is to always
deliver the tablestake
value benefits.**



But we'll win Canadians' hearts by going beyond table stakes to create **deep emotional loyalty.**

Thank you. **SKIP**