



Your A/W24: Client Comms Pack

Support to engage your employees with
your discounts benefit



We've lined up a range of campaigns and new initiatives to help your employees save as much as possible at this notoriously expensive time of year. Explore what's on and the communication material >



Coming up this season

SmartSpending™ Masterclass
19-21 Nov

**Black Friday &
Cyber Monday**
29 Nov & 2 Dec

**Daily Deals
Week**
2-8 Dec

Education

The SmartSpending™ Masterclass

Your employees can become a savings pro by joining one of our webinars, 19 - 21 November, and reading our SmartSpending™ Masterclass booklet.

By completing the Masterclass course, they'll learn about:

- > How to effectively use the discounts
- > How to make the most of our upcoming festive campaigns
- > What kind of saver they are – and which type of discounts suit them

All to save as much as possible, this season, and for the year ahead.

[Download the comms materials](#)

The materials will download in your browser and it may take a few minutes due to the size of the files.

Discounts on discounts

Black Friday & Cyber Monday

On Black Friday (29 November) and Cyber Monday (2 December), thousands of retailers across the UK run sales and promotions to encourage festive season purchases. Over the last few years, these promotions haven't been limited to the two days, and instead have run throughout November, all the way until Cyber Monday.

The benefit to your employees is that they have the chance to get discounts on discounts – by using their discounts on top of retailer sales.

Make sure to encourage employees to make the most of these deals by; planning what they'd like to buy in advance, signing up to the retail newsletter and downloading the SmartSpending™ app.

[Download the comms materials](#)

Special offers

Daily Deals Week

Every day of the week, 2-8 December, some of our favourite retailers have increased savings – making it the perfect time to save on festive season shopping.

The special offers can be available for 24 hours only, or week-long, so be sure to promote Daily Deals Week in advance so that employees can take quick action!

Encourage employees to download the SmartSpending™ app and subscribe to the retail newsletter in advance to hear about the best offers for Daily Deals Week.

[Download the comms materials](#)