

HOW TO SPEAK



The words we use and what they mean



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Welcome to the TLC Glossary

We use a lot of words at TLC. Apart from Euros, creativity and partnerships, they are our main currency. They fill emails, briefs, conversations and headlines.

Although TLC speaks several languages, one we should all share is the language of our martech business. Occasionally we use a word to mean something different from what you may think. That's why this book exists.

We call them TLC-isms.

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Our Departments

- SALES & MARKETING
- OPERATIONS
- PEOPLE
- FINANCE
- CREATIVE
- TECH



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AMs

Annuity Business

Associations

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AMs

OPERATIONS

Account Managers oversee our campaigns from start to finish.

Annuity Business

SALES & MARKETING

Recurring annual contractual revenue from a client.

Associations

OPERATIONS

Associations link multiple partners in a market through a body, e.g. Personal Shopper Association Italy and French Association of Volleyball.

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Backend Cost

Back To You

BDs

BD Statements

Bespoke Networks

Bespoke Offer

Billings Target

BFF

Brand Partnerhips

B2O

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Backend Cost

OPERATIONS

The cost/investment paid to our suppliers (partners), in relation to different rewards included in our campaigns.

Back To You aka Fun Back

BUSINESS WIDE

A collection system mechanic where a customer collects credits that have a monetary value and can be redeemed for rewards of that value.

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BDs

SALES & MARKETING

Business Development Directors.

BD Statements

SALES & MARKETING

A sales summary of each Business Development Directors' progress to date.

Bespoke Networks

OPERATIONS

Partner networks that are assembled specifically for a campaign, they may include different partners and offers across multiple generic networks.

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Bespoke Offer

OPERATIONS

Offers created specifically for an individual campaign where partners agree to provide the offer for one campaign but not all TLC campaigns.

Billings Target

FINANCE

The in-year target collected cash from signed business deals.

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BFF

SALES & MARKETING

Clients we work with on a regular basis with whom we have a strong relationship. This may enable us to open doors within their business.

Brand Partnerships

OPERATIONS

These are free or discount based offers secured from brands that can stand alone in a campaign to provide national or international coverage. They are often digital brands, and household names such as Tidal, Mindfulness etc. They can be used across multiple campaigns, but always require approval.

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B2O Conversion

SALES & MARKETING

Brief to Order (B2O) conversion.
The percentage of briefs that convert
into an order.

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Campaign

Campaign Success
Formula

Churn

Claim Code

Cosmos Insights

Creative Roundup

Customer/Consumer

Customer Journey

Customer Acquisition

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Campaign

OPERATIONS

What TLC create and deliver for a client to achieve their marketing objective, e.g. drive sales of a product. It usually includes a creative concept, customer reward, implementation – website, customer service, client management.

Campaign Success Formula

OPERATIONS

The checklist used to maximise results for a given campaign.

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Churn

SALES & MARKETING

Clients whose customers do not renew their contract. This is a common brief for TLC.

Claim Code

OPERATIONS

The code a customer uses to browse venue listings and offers, and/or claim their reward that might be provided after they use a participation code. It might also be the same as the participation code, if the campaign has a simple customer journey.

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Cosmos Insights

OPERATIONS

TLC's proprietary intelligence, made up of all data from previous TLC campaigns that is analysed for customer related insights, and data that supports both internal and external goals, e.g. external: choosing rewards and campaigns that will help clients achieve their goals, internal: helping TLC to estimate risk / redemption levels of potential campaigns. Currently this data exists across multiple platforms and is analysed for insights manually.

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Creative Roundup

CREATIVE

A bi-weekly summary of what the creative team have been working on.

Customer Journey

BUSINESS WIDE

The steps that the customer has to take to participate in the promotion, from initial action through to redemption.

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Customer Acquisition

SALES & MARKETING

A key objective for TLC clients to win new customers using a TLC campaign.

CSAT

OPERATIONS

Customer satisfaction score given by a customer giving a thumbs up or thumbs down through a Zendesk survey after an email exchange with TLC customer service.

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Door Openers

D365

Dynamics

Door Openers

CREATIVE

A quick piece of creative, used for creating leads.

D365

BUSINESS WIDE

Microsoft Dynamics 365. TLC's CRM and ERP software.

Dynamics

BUSINESS WIDE

Long-hand for D365.

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Elephant

Everyone Wins
Campaign

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Elephant

SALES & MARKETING

Pipeline opportunity with a value of €500k.

Everyone Wins Campaign

BUSINESS WIDE

TLC's most popular campaign mechanic, where anyone who is eligible to participate can claim the same reward(s) by following the customer journey. In an everyone wins campaign, customers know what their rewards will be before they participate.

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FMCG

Frankies

Front End Team

Fun Club

FMCG

SALES & MARKETING

Fast Moving Consumer Goods, also known as Consumer Packaged Goods in the US.

Frankies

BUSINESS WIDE

Our take on ‘The Oscars’. In honour of the late Frank True. Our annual global award ceremony, honouring the best of the best. A glamorous global event, where you can expect bubbles, red carpet and even Paparazzi.

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Front End Team

SALES & MARKETING

All team members that influence the sales function of the business (telemarketing, marketing, business development).

Fun Club

PEOPLE

A global team dedicated to just that! Birthdays, TLC anniversary shout outs, monthly Fun Club activities and seasonal treats for our people.

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Game of Chance

Game of Skill

Generic Networks

Good Friends

Game of Chance

SALES & MARKETING

A winning game mechanic where success and/or reward is based on chance.

Game of Skill

SALES & MARKETING

A winning game mechanic where success and/or reward is based on skill.

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Generic Networks

OPERATIONS

Partner networks that are organised into main categories and are offered across multiple campaigns.

Good Friends

SALES & MARKETING

Clients that we work with maybe once a year. Not quite BFF status yet, but we have ambitions that they become so.

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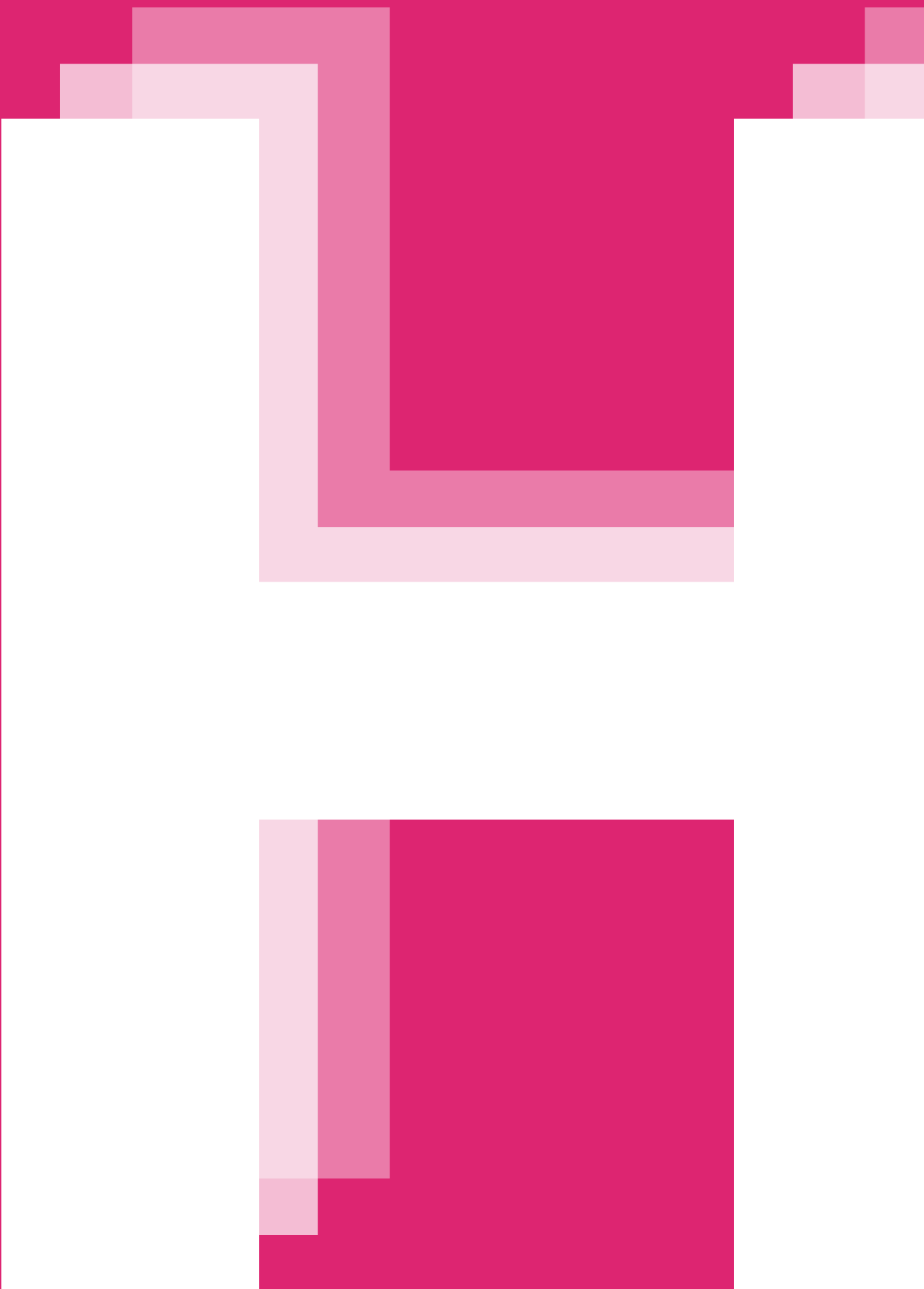
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Happy Hour

Head of Chain

Hugs

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Happy Hour

PEOPLE

End of week ‘thank you’ drinks.

Head of Chain

OPERATIONS

HQ company of a chain partner.

Hugs

BUSINESS WIDE

Our hugs are virtual conference calls and make sure that we are bringing our global family together on a regular basis. All departments host hugs to ensure we are sharing news from our world, as well as best practice and celebrating success.

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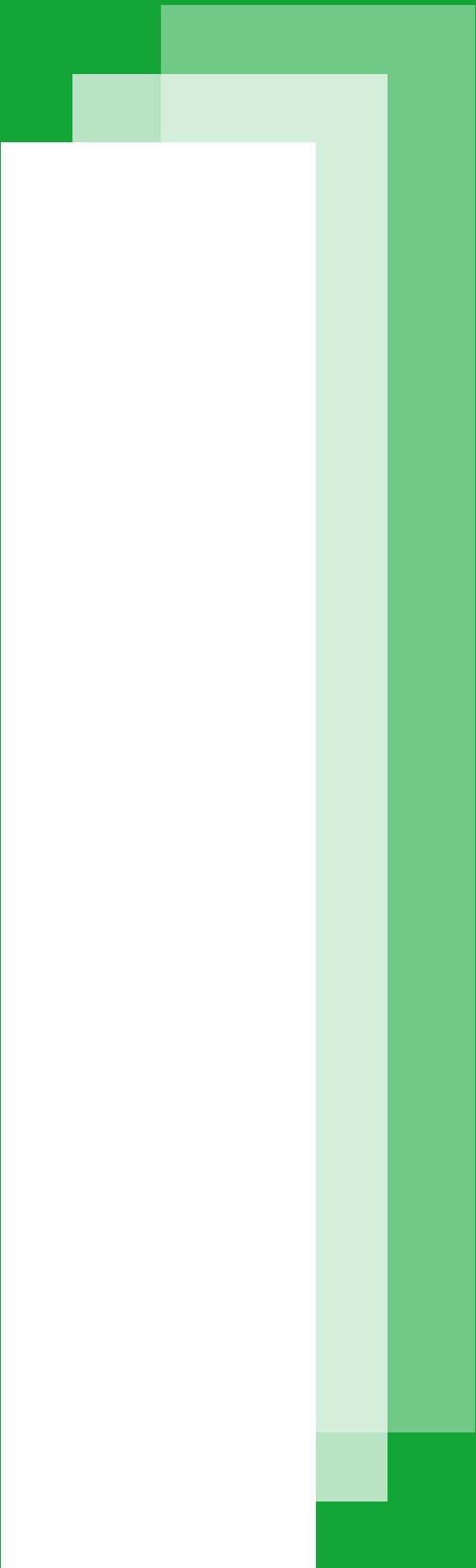
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ICC

In / Out Rewards

Instant Win

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ICC

FINANCE

Internal Cost Calculator. Excel sheet allowing BD and Ops Director to create a budget checking all cost for the campaign. AM need to have ICC of their campaign and understand all costs in it.

In/Out Rewards

BUSINESS WIDE

Rewards that offer an at home and out of home experience option.

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Instant Win

BUSINESS WIDE

A game of chance mechanic where customers win, or find out what they win, when they participate, this could be based on the time of participation e.g. the first person who enters after 12pm wins, x or on an algorithm that generates the reward upon entry.

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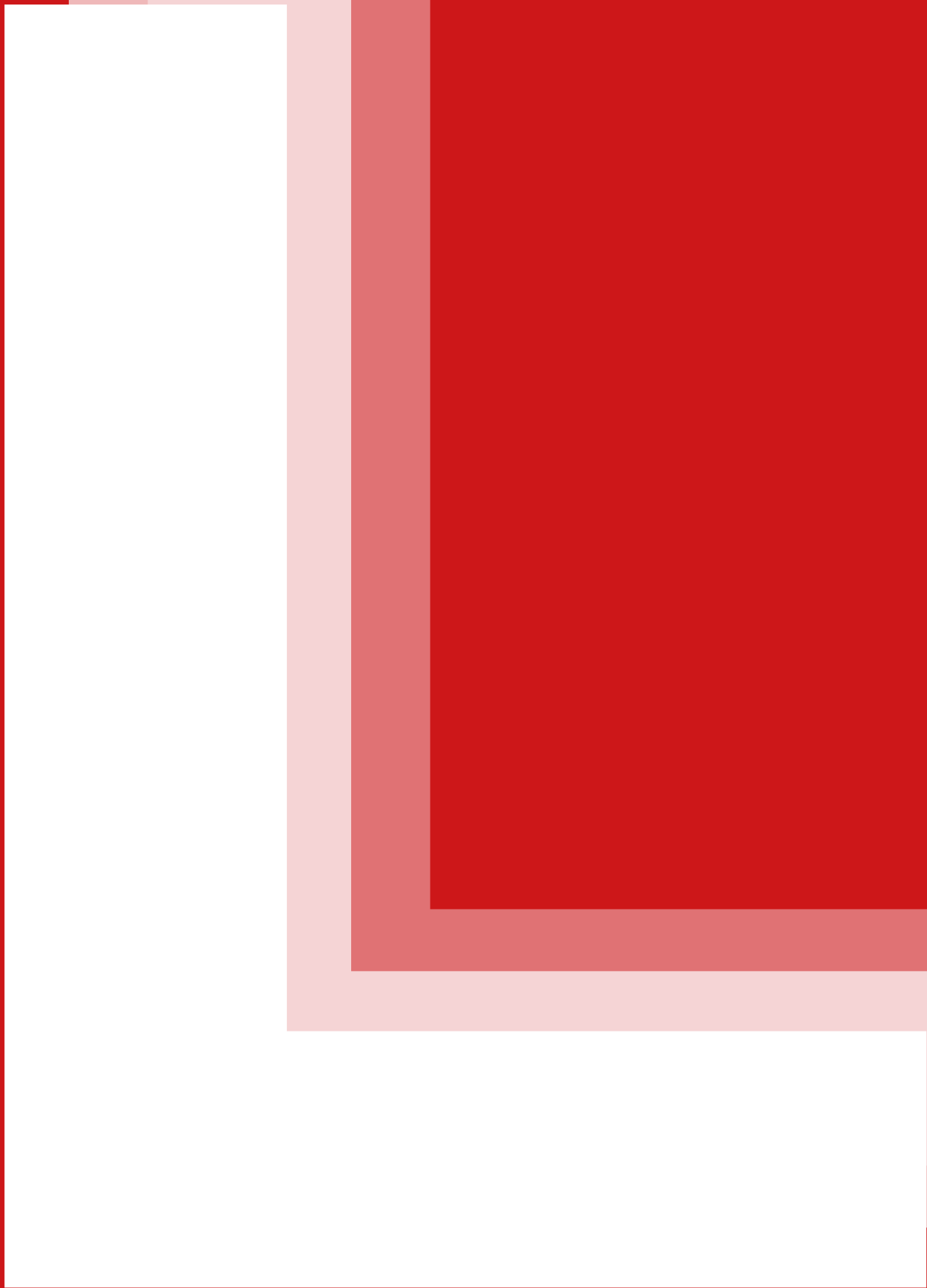
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Lost Opportunities

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Lost Opportunities

SALES & MARKETING

An opportunity in the pipeline that is unfortunately lost, and therefore we didn't win that piece of business.

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Margin Team

MD Way

Mechanic

Mega Hot Leads

Mission Statement
& Purpose

MRP

MSA

Multi Level Campaign

Multi-Venue

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Margin Team

FINANCE

HQ team who ensure maximum value for clients whilst respecting commercial viability.

MD Way

PEOPLE

The TLC formula for Managing Directors to support them in leading their local markets.

Mechanic

BUSINESS WIDE

Types of TLC campaigns, characterised by the high level ‘rules’ of the campaign for customer journeys, such as ‘Everyone Wins’ or ‘Prize Draw’.

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Mega Hot Leads

SALES & MARKETING

A weekly global pipeline report and analysis email.

Mission Statement & Purpose

BUSINESS WIDE

Our mission: TLC experiences make life more rewarding™. We help experience-led brands across the world to connect with their audience in a more relevant, cost effective & rewarding way through marketing campaigns & engagement programmes that incite action. We're constantly investing in our proprietary lifestyle reward networks, our understanding of consumer behaviour (Cosmos Insights™) & our digital reward delivery platform (RFA™). Passionately doing it the TLC Way.

Our Purpose: To make life more rewarding through experiences.

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MRP

OPERATIONS

Multi-Rewards Platform. The platform that TLC users use to create individual campaign websites.

MSA

OPERATIONS

Management Service Agreement. A type of long term contract between a client and TLC to agree on main services and obligations.

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Multi Level Campaign

OPERATIONS

A campaign that has multiple customer journeys and or rewards e.g. customers who buy 1 client product upload one POP and can go on to redeem a low value reward and customers that buy 3 x the client product upload 3 x POP and can go on to claim a higher value reward and get entered into a prize draw.

Multi-Venue

OPERATIONS

Partners with multiple venues but at a local / regional level (between 2 and 20 venues in general).

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My TLC Experience

PEOPLE

Bi-annual personal development review.

My TLC Rewards For All

OPERATIONS

A benefits platform where our people can redeem rewards.

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NAV

Navigation

Networks

New Pipeline Day
(NPD)



NAV

OPERATIONS

Microsoft Navision. TLC's old (and current for some areas) Content Management System (CMS), and Enterprise Resource Planning (ERP) system.

Navigation

TECH

Navigation is the name of the API that extracts partnership information from our ERP database called nav to reflect on TLC campaign websites such as partner name, location, terms of offer etc.

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Networks

OPERATIONS

TLC's Partner networks. A group of partners that provide offers / rewards in the same category e.g. 'Days Out Network' 'Education Network'.

New Pipeline Day (NPD)

SALES & MARKETING

A day dedicated to new business lead generation.

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On Redemption

Onboarding

One Drive

Order Form

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Order Form

OPERATIONS

Official scope of work contracted between a client and TLC – sent to client by BD, and approved by Ops Director – always using our TLC templates.

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Participation Code

Partner Listing

People Academy

Product

Product Portfolio

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Participation Code

BUSINESS WIDE

Unique codes given to customers that enable them to participate in a campaign, e.g. the code a customer finds on the package of the product they purchased.

Partner Listing

OPERATIONS

Partner details related to a campaign, including details about the partner, the offer they provide for the campaign, address details, and how to redeem at their venue.

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People Academy

PEOPLE

TLC’s platform for learning and development.

Product

OPERATIONS

TLC’s Partner Rewards and/or Networks, e.g. ‘Days Out Network’. Or this combined with a customer journey in a single product e.g. Rewards for All.

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Product Portfolio

OPERATIONS

All our offers (partner rewards and networks), classified across our 7 main categories:



NATIONAL
ACTIVITIES
NETWORK



NATIONAL
DINING
NETWORK



NATIONAL
ENTERTAINMENT
NETWORK



NATIONAL
LEARNING
NETWORK



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SERVICES
NETWORK



NATIONAL
TRAVEL
NETWORK



NATIONAL
WELLNESS
NETWORK



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Redemption

Repeat Purchase

REMCO

Retreats

RFA

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Redemption

BUSINESS WIDE

When a customer redeems their offer with a partner, e.g. visiting the beauty salon or museum with their code.

Repeat Purchase

SALES & MARKETING

A key objective for TLC FMCG clients to motivate additional successive purchase.

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REMCO

PEOPLE

A recruitment and remuneration team, where group members meet fortnightly to review packages and discuss recruitment requests.

Retreats

BUSINESS WIDE

Bi-annual global MD ‘get togethers’ to share and discuss business strategy.

RFA

OPERATIONS

Rewards for All. A multi-campaign website where customers can access TLC’s partner networks.

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Rhino

SALES & MARKETING

Pipeline opportunity with a value of €250k – €499k.

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Tasty Lunch Thursday

TLC Gives Back

TLC Gives Back – Begins at Home

TLC Marketing Show

TLC Millionaire

TLC United

The TLC Way

Torc

Torc Powered by Cosmos Insights

T@TLC



Tasty Lunch Thursday

BUSINESS WIDE

All agency Thursday team lunch.

TLC Gives Back

BUSINESS WIDE

We want to give back.

At TLC, we know that experiences make life more rewarding™, and we care passionately about the communities that surround us.

TLC Gives Back is about gifting people within our communities with experiences that will make their lives that little bit more rewarding.

We work hand in hand with selected reward partners and charities in each of our markets to make the unexpected, possible for those who really need it.

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TLC Gives Back - Begins at Home

PEOPLE

TLC Gives Back begins at home is a lifeline that provides support for any of our TLC people that may find themselves in a personal crisis.

TLC Legends

PEOPLE

Rewards and recognition for length of service.

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TLC Marketing Show

SALES & MARKETING

LinkedIn Live webinars.

TLC Millionaire

SALES & MARKETING

BD's who bill in excess of one million euros in a calender year.

TLC Rise

BUSINESS WIDE

A global initiative to support and empower our TLC women.

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TLC Spaces

BUSINESS WIDE

Our environment is so important to us. We capture synergy and creatvity with our brand and culture. Whether in London, Paris Jo’berg or New York – you’ll feel right at home, with the unified look and feel of our offices.

TLC United

SALES & MARKETING

A global initiative for proactive sharing of insights and all things TLC.

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Torc Powered by Cosmos Insights

SALES & MARKETING

Currently, this is a search function overlay on the Cosmos Insights library, designed to help TLC users find relevant documents for their needs, e.g. based on client objective, customer demographic, mechanic...



PEOPLE

An all agency pause for Tea and Cakes.

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UPLIFT
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Uplift

SALES & MARKETING

The result provided by the client in respect to the TLC promotion. It's an important measurement of success.

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HOW TO SPEAK TLC

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Values

PEOPLE

Our agency values:

WE ARE INNOVATIVE

WE ARE PASSIONATE

WE ARE CARING

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War Room

Wellness

What If?



War Room

SALES & MARKETING

A brainstorm session dedicated to new ideas for big ticket opportunities (proactive key account growth and elephant briefs).

Wellness

PEOPLE

TLC Global wellness initiatives.

What If?

BUSINESS WIDE

No idea is too big or small. Quarterly suggestion scheme for innovative business ideas, where implemented ideas are rewarded.

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