

Apex wins awards for retail, marketing

A Monitor Report

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Dhaka : Apex Footwear Ltd recently won the "Best Retailer - Footwear" and "Best Loyalty Campaign" accolades at the inaugural Bangladesh Retail Awards 2021, along with Excellence and Leadership in Digital Marketing for "Best Execution of Performance Campaign" at the Golden Star Award held in Bangalore, India.

Apex Footwear Limited is one of the fastest-growing companies in the country and currently has the largest footwear retail operations in Bangladesh with more than 250 retail outlets, 275 franchisees, and 150 distributors across 64 districts.

Recognised as the Best Retailer in Footwear, Apex strives to provide excellent retail shopping experience in Bangladesh, with a professional but friendly salesforce working tirelessly to provide customers with a memorable encounter.

As part of the constant innovation to enrich the customer journey with value-added services, Apex introduced a range of premium and personalised facilities in stores for a wholesome retail experience.

Secondly, for the "Best Loyalty Campaign", Apex created the Summer Voucher Fest loyalty campaign for Apex Rewards Members, designed to offer members customised offers based on their previous purchases and engagement behaviour.

The campaign was topped with iPhone 12 giveaway for the top three members with maximum purchase value. The goal of the campaign was to increase revenue from active users, get the dormant Rewards members back to Apex stores, and increase overall engagement with the loyalty base.

