

International Mylittala community a success

Iittala launched its Mylittala virtual community for consumers in March this year, since when over 40,000 new members have joined. Anyone wanting to join can do so at an Iittala store or directly online. This completely new type of community based around Iittala's design philosophy, in English, can be found at www.iittala.fi and www.iittala.com.

Mylittala was initially launched as a customer loyalty programme in Antwerp in 2006. Up until this March, the programme was only available at Iittala stores in Finland, Sweden, the Netherlands, Belgium, Germany, and Britain; while Iittala's other distribution channels – in the form of its outlets in Finland and Sweden, and its online store in Finland – had their own system. The new programme covers all three sales channels and six different countries, and recognises customers simply by name wherever they are.

"We reward customers with Mylittala bonus coupons on the basis of their total purchases, which means that purchases made at Iittala stores and outlets are all included. The programme is also not only multi-channel but also 'multi-brand', as our outlets in Sweden sell Rörstrand, Höganäs-Keramik, BodaNova and Hackman products as well as Iittala products," explains Customer Loyalty Manager **Hanna Kauste**, who is responsible for Mylittala.

As customers are recognised by name, they do not need a separate card. This has been very much welcomed by customers, many of whom already have more cards than they know what to do with.

Very positive international response

Around half of the visitors to the Mylittala Web site are from Finland and Sweden, those from the Netherlands make up the next-largest group, while the remainder come from around the world.

"The online community requires members to register, and we've had visitors from a total of 71 countries to date. Visitors have also proved very active in taking part in things like online votes and competitions," says Hanna Kauste.

In the first competition to be organised, in March, entitled 'Create your own combination', members were invited to profile their personal combinations of Iittala products. A total of 340 images were uploaded to the site, and highlighted the time and care many people had put into their creations, which were of a very high quality overall. The three best entries, from **Sander Bochman** and **Marly Mulders** in the Netherlands and **Audrey Ahtikari** in Finland, were awarded special prizes. The winners' entries and other competition entries can be found at the Mylittala site.

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