



Toys "R" Us VIP Club loyalty program: It's crude, but there's value.



Philip Shelper, Certified Loyalty Expert™

CEO, Loyalty & Reward Co | Author 'Loyalty Programs: The Complete Guide'

November 17, 2016

My children loves toys in the same way a drowning man loves oxygen. In the morning, toys, during the day, toys, in the evening, toys, and they dream of toys all night long.

Having a child unleashes a glacier of toys which slowly moves through your house. Like dust they permeate every crack, an unstoppable advance from which there is no relief or respite.

As a modern parent I unashamedly use toys to bribe my kids into good behaviour, including [getting them to behave in the morning](#).

My five year old recently successfully transitioned out of nappies at night, and earned himself a ninja turtle toy of his choice. Off we trundled to [Toys "R" Us](#) on Saturday, where he chose [Donatello's Bo Staff](#), lethal weapons being his preferred choice of toy.

At the checkout I was invited to join the [Toys "R" Us VIP Club](#), which entitled me to a 20% discount on the spot, making it an easy decision.

VIP Club is crude, but it works. I registered online on a pretty ugly and clunky website, my eyes wide at the promise of the rewards on offer, including:

- Member-only savings
- Earn 1 point for every dollar spent at Toys"R"Us or [Babies"R"Us](#)

- Receive a special gift on your Birthday as a member of Geoffrey's VIP Birthday Club
- Tell us your favourite toys and receive special deals from brands you love
- Be invited to VIP member's only in-store events

I recommend to new or expecting parents to join VIP Club. While the points earn rate is virtually irrelevant at just 1% on spend, the member-only savings and special deals more than make up for it. Our Christmas shopping is done after last week's VIP only online sale, where we saved over \$300 on stuff we know the boys will play with for at least a few hours before they break them into small pieces and scatter them around the house.

Expect to receive 1-2 emails per week, which will drive you a bit crazy, but during those times when you're buying toys for the kids or their cousins and friends, there is genuine value to be accessed.

To receive a special birthday gift requires entering the first name and date of birth of your children, which may cause certain parents some alarm.



I give VIP Club 3 ninja stars out of 5.

Philip Shelper is a specialist loyalty consultant based in Sydney, Australia who **obsesses about everything to do with loyalty and rewards**. His company [Loyalty & Reward Co](#) are a leading loyalty management consulting firm.



Loyalty & Reward Co