

ROI Media Pack  
Pre-Launch Q3/2026



RECOGNISE  
CARD



Discounts that Recognise you!



www.recognisecard.ie  
hello@recognisecard.ie

# Welcome to Recognise Card

MEMBERS ARE CURRENTLY PRE-REGISTERING. PLATFORM GOES LIVE ON 15 AUGUST 2026 AFTER 'THE BLUE LIGHT AWARDS' IN DUBLIN

## Who are we?

Founded by carers & healthcare professionals, at Recognise Card, we believe that **those who dedicate their lives** to helping others in Ireland **deserve to feel recognised every day**.

From healthcare workers and emergency responders to carers and charity professionals, our members make a difference every day in every community across Ireland.

That's why we've created Ireland's first centralised, digital platform that **connects all verified frontline workers with exclusive discounts**, rewards, and benefits from leading brands.

**No centralised & verified discount scheme exists for frontline workers in Ireland.** Any available discounts are fragmented, hard to find, and often require a clunky ID process to redeem online/in-store.

## Be a founding partner with us!

We **connect leading brands with Ireland's verified frontline workforce** – the healthcare professionals, carers, educators, emergency service personnel and charity workers who make a difference every day and represent **over 350,000 staff in ROI**.

Recognise helps brands reward those who give so much to others by providing exclusive discounts, offers and benefits that deliver real value. In return, **partners gain access to a highly engaged audience while demonstrating meaningful support** for the people who are there for us when we need it most.

- FREE to list brand discounts/deals
- Potential audience size of up to 350,000+ eligible frontline staff
- Reach a trusted and highly engaged audience
- Drive customer acquisition and repeat purchases
- Increase brand goodwill and social impact
- Flexible online and in-store offer options
- Full affiliate network tracking options & marketing available



Óglaigh  
na hÉireann  
IRISH DEFENCE FORCES



# Exclusive offers for **verified frontline**

At Recognise, we **manually verify new members** to make sure they are eligible to join our schemes, so you can be confident that your brand and offers are directed only towards **those who genuinely are frontline staff.**

## Why do we Verify?

With our **closed member group**, we verify new members who prove they are eligible for discounts. We verify our new members to ensure they are eligible key workers. This way, **you can be confident that your brand and offers are directed only towards those who genuinely deserve it.**

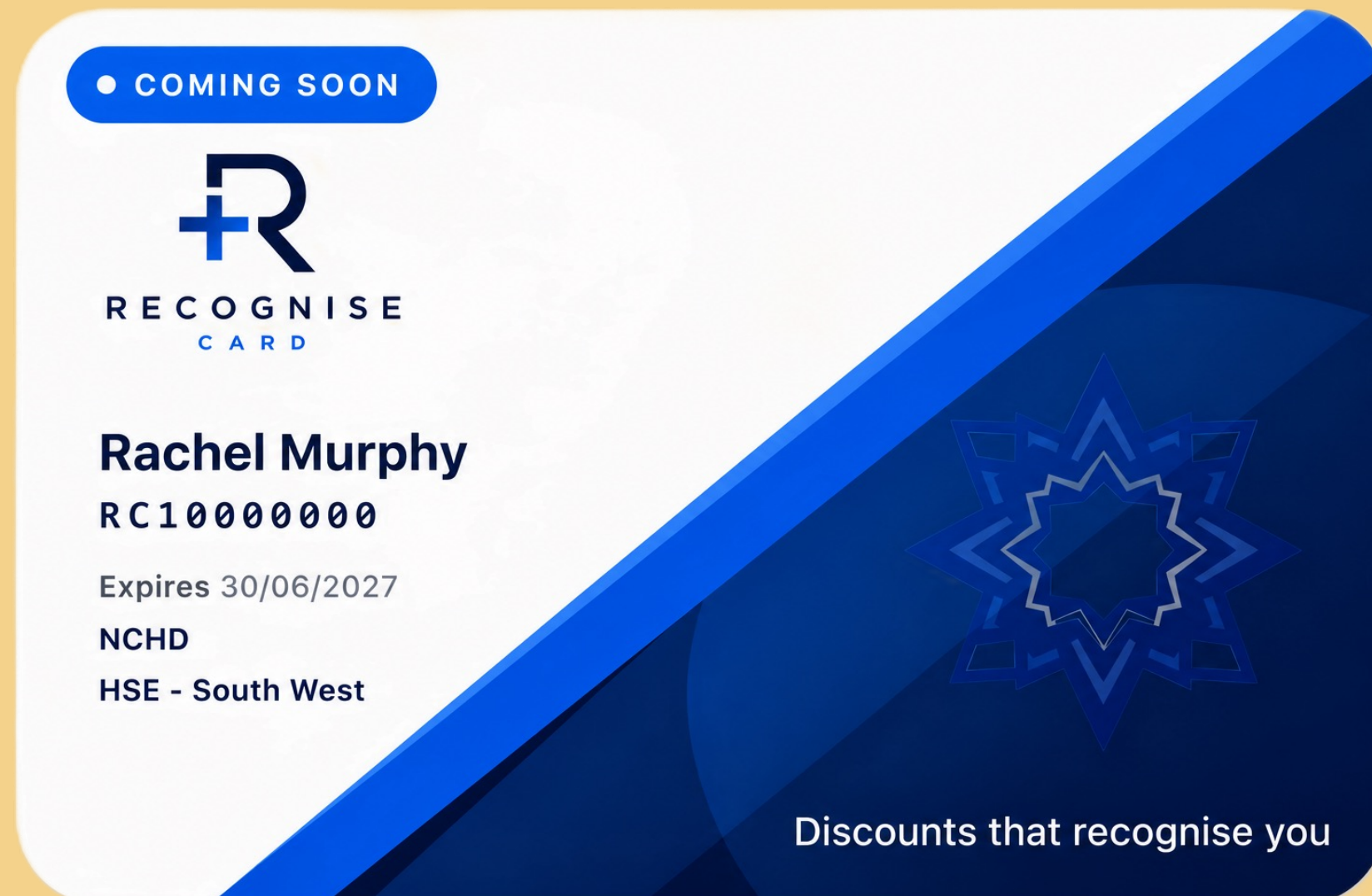
## How do we Verify?

We verify new members to ensure they are eligible to join our schemes and receive the discounts. New members can verify via a work email, work ID, or alternative documentation which can prove their eligibility. All with full GDPR compliance.

## What does this mean for your brand?

By verifying new members, you can confidently partner with us, knowing your brand will be featured in a closed group of verified key workers.

"Because the frontline who go **above and beyond** for us all everyday, deserve to feel Recognised everyday"



Active members spend an average of 4 times a month\*

Highly engaged & respected sectors

250,000+  
healthcare  
professionals  
in Ireland

# Pre-Launch

Potential Audience Opportunity

30,000+  
emergency  
services in  
Ireland

We project to have over 10,000 verified members pre-registered before we officially Go-Live on August 15

100,000+  
educational  
staff in Ireland



# Reach Ireland's verified frontline workforce

**Brands that give back, get back!**

Would you like to offer frontline workers an exclusive benefit? Competitive and exclusive offers typically drive **stronger engagement** and acquisition rates!

Sector	Typical Member Benefit
Fashion & Beauty	10 - 20%
Food & Drink	10 - 20%
Travel & Experiences	10 - 20%
Hotels & Packages	10 - 20%
Sports & Fitness	10 - 20%
Beauty & Wellness	10 - 20%
Home & Furniture	5 - 15%
Tech & Electronics	5 - 10%

## Joining Recognise is simple.

Our goal is to build a **'Win-Win' platform** – which connects frontline workers with exclusive deals, while helping our partners reach a highly engaged and loyal customer base to drive customer acquisition and sales growth targets.

**We work with businesses of all sizes**, from national retailers to local businesses and independent operators, with no complex integrations required.

### Benefits

- ✓ FREE listing for partners who join before website launch
- ✓ Set your own discount and T&C's, and we'll promote it!
- ✓ Get instant access to Ireland's verified frontline workforce
- ✓ 'Featured Deal', Social Media, and Email promotion options

**Whether you're already on an affiliate tracking network or simply want to provide a simple discount code/offer with no analytics, our team can cater for any business that wants to list a deal for FREE.**



RECOGNISE  
CARD

# Promotion Opportunities

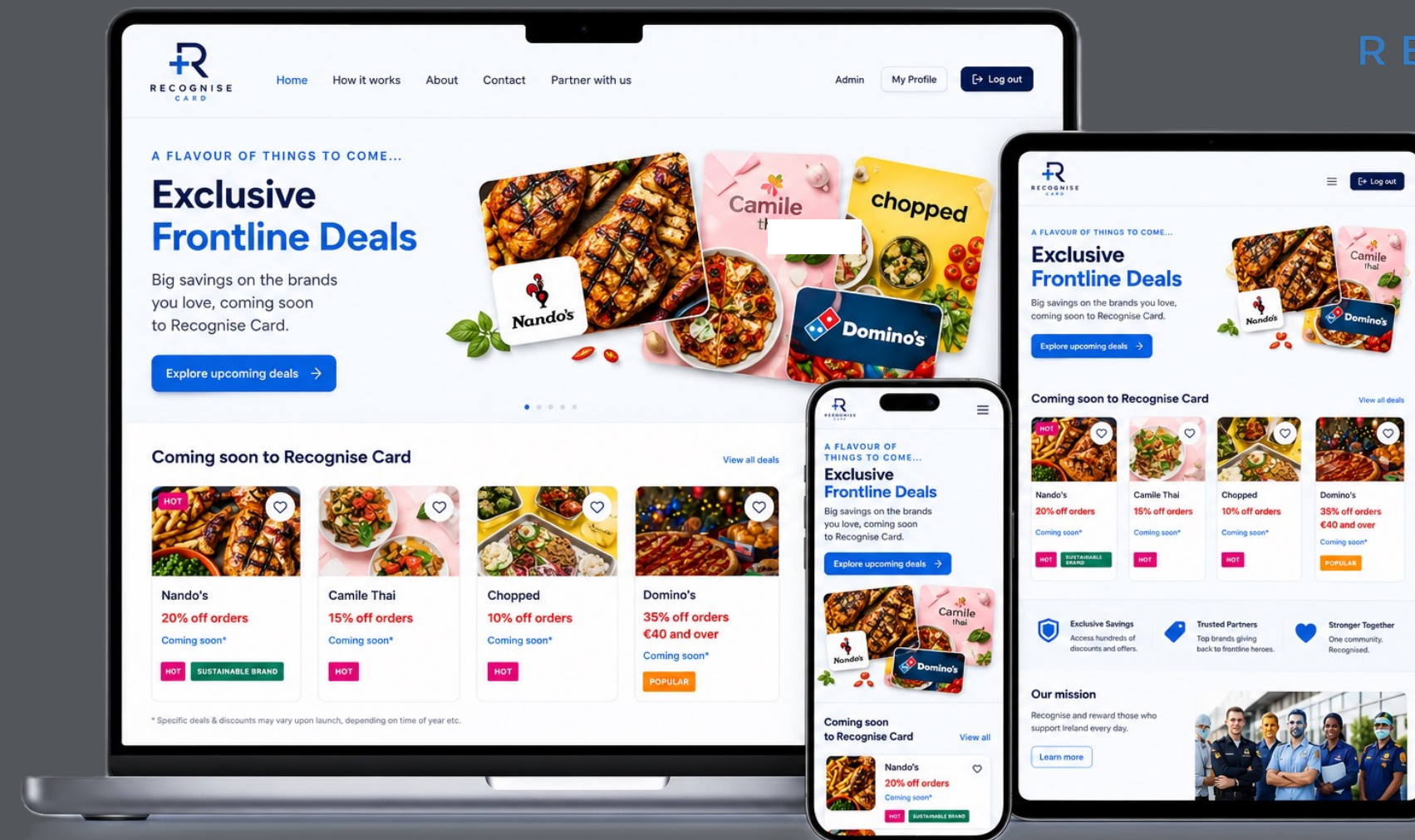
Listing of deals are free.

We can also optimise your listing further with more prominent placements, including banners across the homepage and web layers, as well as hero listings on the homepage and multi-level category pages.

Contact us for more info;  
[hello@recognisecard.ie](mailto:hello@recognisecard.ie)

Target Web performance:

**200k+** projected Y1 monthly average page views



Offer Type	Possible Brand Deal
Online Discount	15% off with code 'Recognise15'
In-Store Offer	15% off with a valid virtual Recognise Card
Seasonal Campaign	20% Frontline Exclusive Boosted Black Friday Deal

- The offer structure is entirely up to each brand (and if they want to use an affiliate network).
- Discounts can be redeemed online using a dedicated promotional code or in-store upon presentation of a verified digital Recognise Card membership.

**Our only requirement is that the offer is genuinely competitive, rather than a discount already widely available to the general public.**

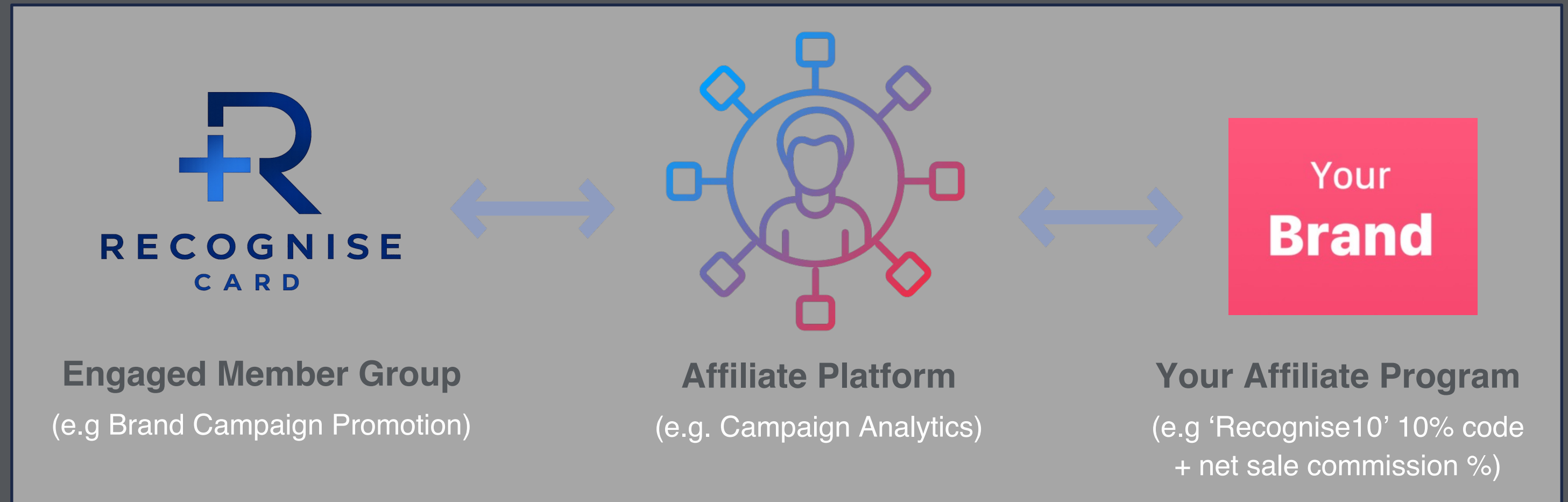
# Affiliate Platforms

For online discounts, Recognise Card primarily works with potential brands through any of the established affiliate networks, from the list below.

1. Simply join & set-up your unique discount/T&C's on one of these platforms, 2. invite Recognise Card to join, and 3. track campaign performance.

## Most popular platforms

- Awin
- CJ Affiliate
- Impact
- Rakuten
- Partnerize
- Webgains
- TradeTracker
- Tradedoubler
- Affiliate Future
- Affiliate Gateway
- Adtraction
- Optimise



By joining any one of these platforms and inviting us to your affiliate program - this allows tracking, performance reporting and campaign analytics, allowing partners to measure clicks, conversions, sales, revenue generated from any of your discount campaigns with us.

However, we do appreciate that not every business operates through an affiliate tracking network, especially local brands. Therefore, we are happy to work directly with brands on a case-by-case basis and can support simple, no-cost onboarding arrangements to promote your own unique discount code/offer or in-store offers etc.

**If you're unfamiliar with affiliate platforms, please email our team [hello@recognisecard.ie](mailto:hello@recognisecard.ie) and we would be delighted to discuss other options.**

# Brands who discount to Frontline staff in the UK already!

When we talk about connecting to thousands of customers, we're not talking about a database.

We're nurturing and growing our membership base through trust and understanding.

**Join leading brands already supporting frontline workers.**

We anticipate similar brands to offer more discounts with us in Ireland!



NEW LOOK



Charlotte Tilbury



Your  
**Brand**

Plus thousands more

# The positive impact we can have for the frontline!

Based on a study of 2,032 key workers across the UK\*, half had access to a UK key worker discount scheme, and the other half didn't.

Through the research, it's visible how much of an impact that discounts have on real key workers facing real issues, such as the cost of living, recruitment, and low morale.



Our members could save on average

# €2,500+

annually using our platform

**91%** of members say the discounts help them afford a **higher quality of life**

Members are **23%** more likely to be 'engaged employees' than non-members

Members are **37%** more likely than non-members to recommend their workplace to others

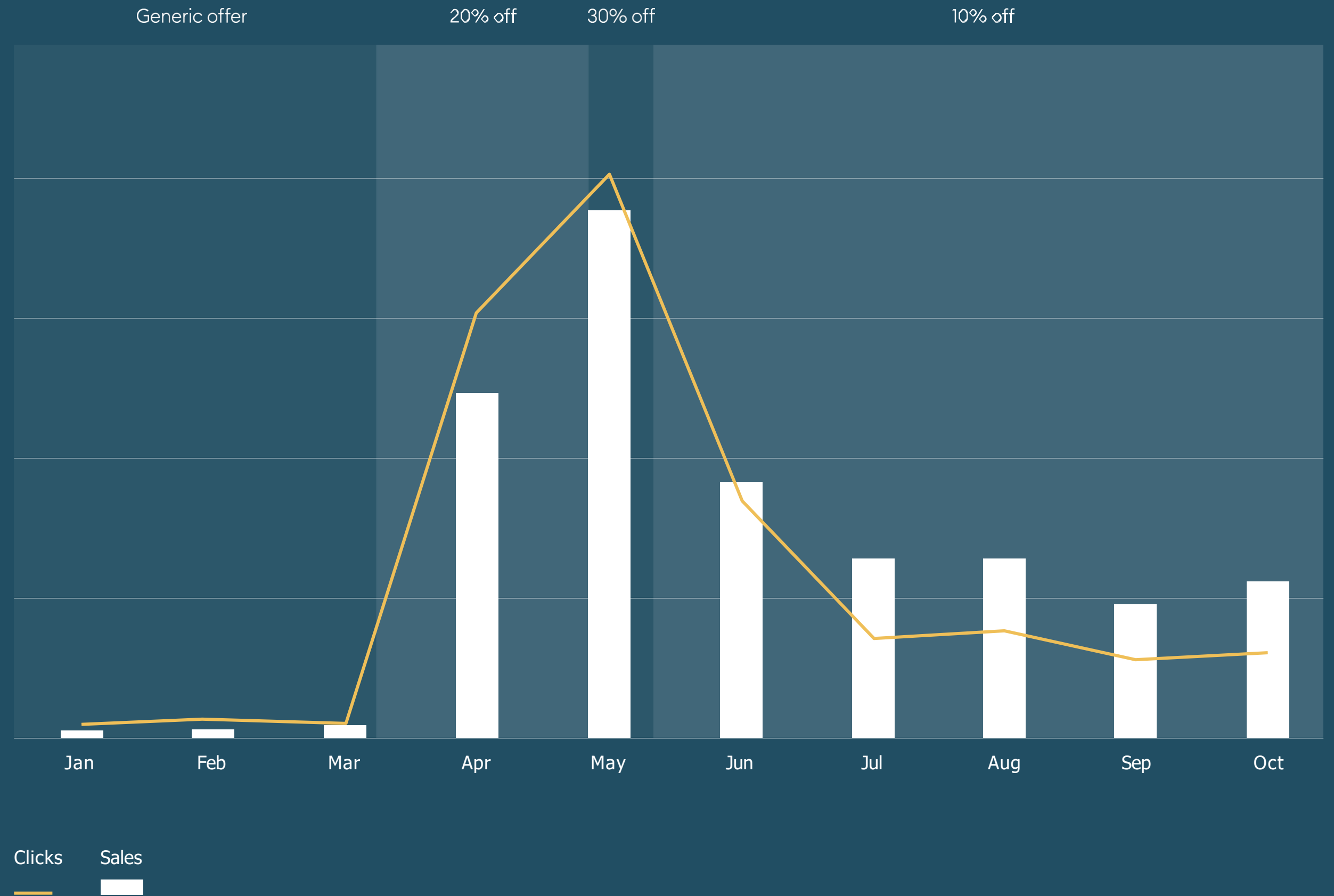
**46%** of members feel **loyal** towards their role/sector due to their discount scheme access

\* Study conducted across the UK in 2023 by Network™

# Sports Brand Success Study\*

If you want to win new customers, drive repeat purchase behaviour and increase average order value... look at this case study of a unique frontline partnership through a **multi-national sports brand** with a discount provider for carers in the UK.

We are excited to deliver similar results to our partners in Ireland!



\*Case Study in the UK, provided by Network™

# Segmentation & Targeting

We anticipate to have over 10,000 verified members right across Ireland pre-registered before we officially launch in August!

But as our audience continues to grow rapidly across Ireland, we plan to reach all 350,000+ eligible front-line members through our platform.



## Projected Eligible Membership Distribution Across Ireland

Estimated distribution of frontline and public service workers by region.

**CONNACHT**  
**12%**

Galway, Mayo, Sligo, Leitrim, Roscommon

**ULSTER (ROI)**  
**11%**

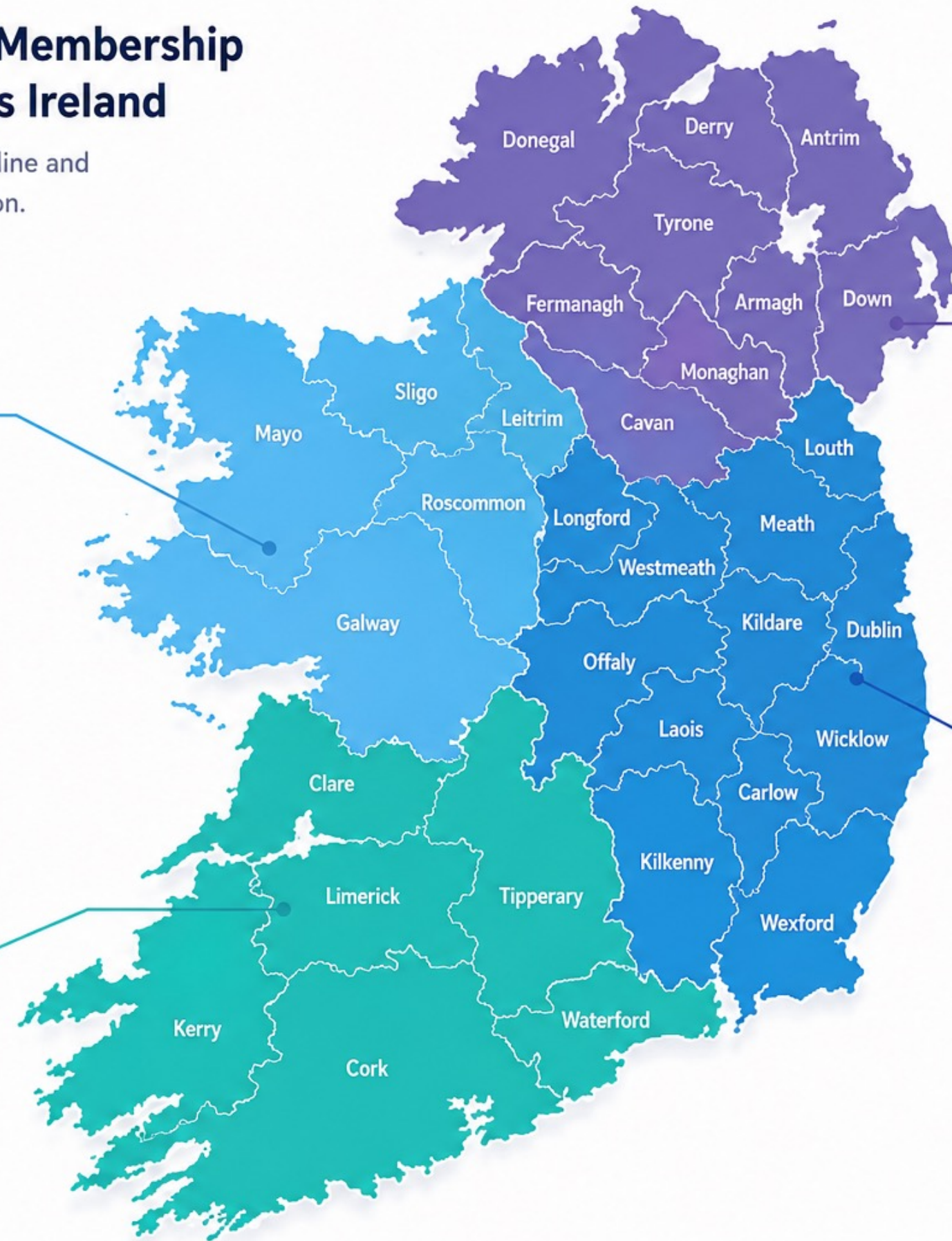
Donegal, Derry, Antrim, Tyrone, Fermanagh, Armagh, Down, Monaghan, Cavan

**LEINSTER**  
**52%**

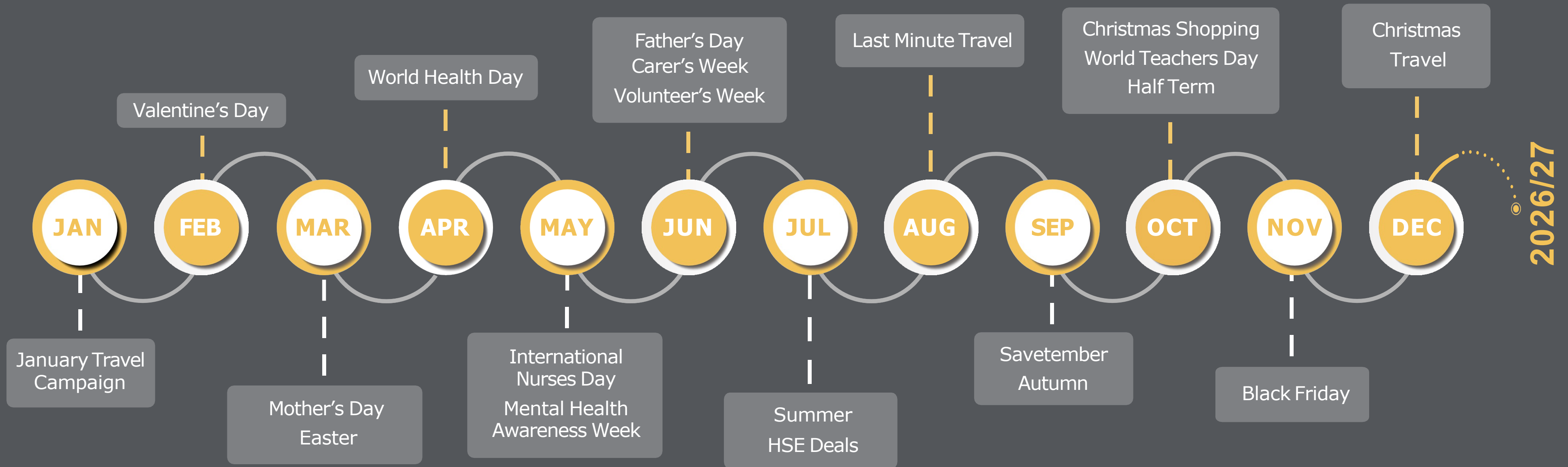
Louth, Meath, Dublin, Kildare, Wicklow, Westmeath, Offaly, Laois, Carlow, Kilkenny, Wexford, Longford

**MUNSTER**  
**25%**

Clare, Limerick, Tipperary, Waterford, Cork, Kerry



# 2026/27 Campaign Possibilities



# Let's work together!



## **Simple & FREE onboarding**

Founding partners can join & publish discounts at **no cost** ahead of launch on 15<sup>th</sup> August 2026.

We also offer fixed or commission-based opportunities to run additional email campaigns or featured placements on our website to further increase traffic and customer acquisitions to your site.



## **Reach a verified audience**

Promote your brand to healthcare workers, emergency services, carers, defence personnel and other frontline professionals across Ireland. Potential market audience of over 350,000 staff!



## **Drive new customer sales, brand loyalty, goodwill, & repeat business**

Exclusive member offers help increase customer acquisition, loyalty and spend.



## **Flexible offer types**

Set what discount you would like to provide to our members (through an affiliate network or unique codes directly with us). For in-store offers, our members have verified virtual cards to prove eligibility.



## **No affiliate tracking network? No problem**

We also work directly with brands and businesses that are not currently on affiliate networks. Our team can assist with onboarding of promoting simple discount codes / in-store offers.

# Get in touch!

Recognise Card is nothing without the brilliant businesses who partner with us, and we want as many independent companies as possible to join and publish discounts for **FREE** and connect with our growing community of frontline workers in Ireland

**Bring more customers to your door and give back to our frontline community at the same time! Fancy getting involved?**



 **hello@recognisecard.ie**

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