



## THE ONE CENTRE GROUP

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### MEDIA RELEASE

# Flight Centre Travel Group shakes up travel loyalty with World360 Rewards – with brand innovation by The One Centre

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Flight Centre Travel Group (FCTG) is transforming how the world travels with the launch of World360 Rewards – a disruptive global program created in collaboration with brand innovation company The One Centre.

Appointed in 2024, The One Centre first analysed conventional loyalty trends worldwide before developing a disruptive brand strategy centred on the positioning line: "World360 Rewards. Open your world to more."

From brand visioning, architecture, positioning, naming and identity to UX and UI design for the program's entire digital ecosystem, The One Centre created a brand that embodies a fresh new spirit in travel loyalty – one that feels big and globally powerful, yet human, friendly, for everyone, and grounded in the essence of travel.

"Creating World360 Rewards for Flight Centre Travel Group has been one of our most rewarding brand developments of the last few years. The opportunity to partner with FCTG's entrepreneurial leadership team to position and brand a global program designed to truly disrupt the market aligns perfectly with our mission to create the brands of tomorrow," says The One Centre's Founder & Group CEO, John Ford.



## **Designed to take you places**

Unlike some conventional travel loyalty, World360 Rewards enables members to earn faster and travel more often through unprecedented choice, value, flexibility and freedom.

Members earn and redeem points across 500+ airlines, 900,000+ hotels, 40+ cruise liners, 300,000+ tours and 300+ retail, financial and lifestyle partners. They can double or triple dip on points by stacking World360 Rewards with other airline and credit card programs.

"Travel is literally the point of this game-changing program, which creates one of the fastest paths to travel rewards in the Australian market. We loved partnering with The One Centre to create the World360 Rewards brand, which communicates instantly and powerfully that we are here to open your world to more," says Clinton Hearne, Executive General Manager – World360 Rewards at FCTG.

Dynamic and adaptive, the World360 Rewards 'global constellation' logo communicates the program's incredible travel product variety and reach, while a palette of deep blue hues evokes sky, ocean and freedom.

## **Reimagining loyalty as a path to growth**

The One Centre has extensive experience creating iconic loyalty programs that reshape their categories. These include Everyday Rewards for Woolworths Group, now Australia's biggest retail loyalty program with over 14 million members; and the global repositioning and relaunch of Accor Plus, now Asia Pacific's leading subscription-based travel and lifestyle program across 20 countries.

Beyond creating a world-class loyalty brand, World360 Rewards is designed to drive loyalty-driven customer growth across FCTG's suite of travel brands.

"The One Centre has a rich history of creating and launching category redefining brands, and World360 Rewards continues this tradition. We all love to travel, and being part of developing a program that enables more travel, more often, to more destinations is incredibly rewarding," adds Katie Molloy, COO, The One Centre.

Founded by Graham 'Skroo' Turner in 1982, FCTG is one of the world's largest and most diversified travel groups, with more than 30 brands operating in 24 countries. Flagship brands include Flight Centre, Travel Associates and Cruiseabout.

To learn more, visit <https://www.world360rewards.com/>



### **About The One Centre**

An Innovation Company – for Brands. For 25 years, The One Centre has been leading the way as a centre for modern branding where businesses from around the world come to invent the future. Uniting visionary strategy and multi-disciplinary creativity in one place, it exists to create powerful positioning ideas — and bring them to life in everything. By imagining, creating and launching new things into the world, we create the brands of tomorrow.

<https://theonecentre.com/>

### **About World360 Rewards**

World360 Rewards is a travel loyalty program by Flight Centre Travel Group, created to make your journeys more rewarding, every step of the way - because travel is the point(s). Earn points on everyday purchases and travel bookings made with our participating brands, Flight Centre, Travel Associates, Cruiseabout, and our World360 Rewards partners.

Join. Earn. Travel more. Download the World360 Rewards app to get started [www.world360rewards.com](http://www.world360rewards.com)

### **About Flight Centre Travel Group (FCTG)**

Flight Centre Travel Group is one of the world's largest travel groups with a vast leisure and corporate travel sales network that extends throughout four major regions: Australia and New Zealand, The Americas (specifically the United States, Canada and Mexico), EMEA (the United Kingdom, South Africa, Ireland, Europe and the United Arab Emirates), and Asia (including India, China, Hong Kong, Singapore, Malaysia and Japan).

<https://www.fctgl.com/>

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