



### Practical information

- **Company:** AS Watson Group
- **Where:** Amsterdam
- **Part- or fulltime:** two-day event
- **Working hours:** 24 hours
- **Job title:** AS Watson European Hackathon 2024 – April 13<sup>th</sup> & 14<sup>th</sup>



# AS Watson

Join the AS Watson Hackathon in Amsterdam: Unleash Innovation in Customer Engagement & Loyalty Programs!

### What you will do and learn

Are you passionate about shaping the future of retail and technology? Do you thrive in the world of innovation and problem-solving? The world's largest Health and Beauty Retailer, AS Watson, invites you to participate in our exciting two-day event: **the AS Watson European Hackathon in Amsterdam on April 13<sup>th</sup> and 14<sup>th</sup>!**

Embrace the challenge of developing innovative solutions that bridge the gap between offline and online retail experiences. Dive into the world of customer engagement and loyalty programs, where creativity meets technology to enhance the shopping journey for our customers. We invite you to solve one of the three presented challenges, all focused on the research question: how can ASW leverage its O+O (Offline + Online) strategy to enhance customer engagement and drive loyalty?

In this event, AS Watson executives will form the judging panel, and we will award the winning team with an organized trip to Hong Kong. There are 3 challenges:

- 1) *Gamification in Retail:* Gamification to drive loyalty is a hot topics for our brands and is on the agenda of AS Watson eLab and DataLab. How does gamification need to be deployed to be a valuable driver for loyalty?
- 2) *Digital Loyalty:* How to drive members to engage with Digital Loyalty (i.e App).
- 3) *Generative AI:* how can Generative AI be deployed to drive customer engagement and loyalty?

For more information about the challenges, please have a look on [this website page](#).

### Event Details

- **Date:** Saturday the 13<sup>th</sup> and Sunday the 14<sup>th</sup> of April 2024
- **Time:** start 12:30 CET on Saturday | end 15:00 CET on Sunday
- **Location:** B. Events Amsterdam - Johan Huizingalaan 400 in Amsterdam
- **Theme:** Next Gen Loyalty

### What we offer

- Collaborate with like-minded students in a dynamic and supportive environment.
- Work on real-world challenges faced by AS Watson in O+O strategy.
- Showcase your skills and creativity to industry experts and AS Watson management.
- Network with professionals in the retail and technology sectors.
- Besides the first prize for the winning team (an organized trip to Hong Kong!), we also have exciting awards for the 2<sup>nd</sup> and 3<sup>rd</sup> placed teams.



## What we are looking for

We are seeking passionate and forward-thinking students with the following requirements:

- Students from colleges and/or universities, undergraduates or post graduates (Bachelor or Master)
- Colleges and universities located in The Netherlands, UK and Italy
- Participants are aged from min. 18, with a good command of English
- With a keen interest in:
  - o User Experience Design
  - o Data Analytics
  - o Artificial Intelligence
  - o Business Strategy and Marketing Technology

## About AS Watson

AS Watson is a diverse family of over 140,000 people. For over 180 years, we've been united by an unchanging purpose - to put a smile on our customers' faces today and tomorrow. It is always our pride and joy to bring a smile to everyone we come in touch with. We are about building customer connectivity.

A simple smile can make a huge impact. Today, AS Watson has grown into the world's largest international health and beauty retailer; we strive to connect our international network of 12 retail brands operating both online and offline, including the likes of Kruidvat, Trekpleister, ICI PARIS XL, Superdrug, The Perfume Shop, Marionnaud, Watson's, and many more. With over 16,100 stores in 28 markets, we want to make the world a happier and healthier place together. We connect with over 142 loyalty members.

For the fiscal year 2022, A.S. Watson Group recorded revenue of US\$22 billion. We serve over 5.5 billion shoppers annually via our O+O (Offline plus Online) technology-enabled platforms. AS Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has four core businesses - ports and related services, retail, infrastructure, and telecommunications in over 50 countries.

Please visit [our website](#) for more information. Join us at the AS Watson Hackathon and be part of the innovation that shapes the future of retail!

## Apply here

Students can register in one of two ways:

- 1) Team Registration: Grab your friends and form a team to tackle the challenges together! Collaborate, brainstorm, and showcase your collective skills. A team consists of max. 7 participants. You can register [here](#).
- 2) Individual Registration: Don't have a team yet? No worries! [Register](#) as an individual, and we'll help match you with like-minded participants to form a dynamic team.

Early registration on the [AS Watson Hackathon 2024 EU website](#) is recommended to secure a spot, as participation is limited.



### **Contact us**

If you would like to know more about the AS Watson European Hackathon 2024, contact our Hackathon Project Manager Suzanne van Kooten (s.kooten@eu.aswatson.com) or visit [this website](#).