

Poki Yoki — The Loyalty + Momfluencer Engine

The best loyalty program ever built for a kids' cup brand: airline-grade status mechanics, a gamified Arcade engine, and a built-in advocate army of mom creators — fused into one continuous ladder. Stolen, deliberately, from the world's greatest programs.

v1 · 2026-06-14 · designed from a 4-bot research swarm (airlines/hotels · status & gamification masters · ambassador/affiliate/social-selling · the momfluencer ecosystem) · builds on the Poki Yoki Rewards Program · for marketing review

How to read this. §1 is the one big idea. §2 is the cheat sheet — what each great program taught us and what we steal. §3 is the unified architecture (one ladder, two engines). §4 details Engine 1 (the loyalty program: airline + gamification mechanics on top of the Arcade). §5 details Engine 2 (the advocate/momfluencer army the loyalty summit feeds into). §6 is the economics — why it's all margin-safe. §7 is the Stanley playbook (our closest analog). §8 is the 90-day rollout across your 250 / 700 / 7,000. §9–11 are legal, tooling, and the open decisions. This extends the existing Rewards Program — it doesn't replace it.

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PART I · THE IDEA

1 The big idea

Make the loyalty summit the on-ramp to an advocate army — one ladder, two engines, one currency.

Every great program we studied points the same way. Airlines proved **status beats discounts** and that a loyalty *currency* can be worth more than the core business (Delta's SkyMiles is valued near **\$31B**). The gamification masters (Sephora, Starbucks, Duolingo, battle passes) proved the unifying rule: **Identity First, Currency Second** — people don't brag about "1 point per dollar," they brag about being *Rouge*. The ambassador/social-selling world proved you can turn your best customers into a motivated army — ethically, if you strip out the MLM toxicity. And the momfluencer research proved the punchline: **your cheapest, most-trusted creators are the customers you already have** (the Stanley cup went from a dying SKU to **\$750M** because three moms loved it and told everyone). So we build **one ladder**: a mom climbs from player → buyer → loyal regular → **advocate** → **creator** → **founding ambassador**. The first half is the loyalty program (retention). The second half is the momfluencer army (acquisition). The same PokiStars currency and the same status identity run through both, and the Arcade is the daily engine that powers it.

\$31B

Delta SkyMiles valuation — the currency outvalues the airline at times (PR Newswire 2026)

\$750M

Stanley revenue (2023) from a dying \$70M SKU — driven by 3 moms (CNBC)

~\$6.75

advocate cost per Starter sale (15%) vs **~\$55** paid CAC — an 8x edge

2 What the world's best programs taught us

Four research bots, dozens of programs, one steal-list. The single most important lesson from each domain, and what Poki Yoki takes:

DOMAIN	THE EXEMPLARS	THE ONE LESSON	WHAT WE STEAL
Airlines & hotels	SkyMiles, AAdvantage, Marriott Bonvoy	Status as identity beats discounts; the currency can become the asset; requalification needs frequency	Elite-status ladder, soft benefits > discounts, endowed-progress head-start, near-tier nudges, status-match acquisition, lifetime founder status

Status & gamification	Sephora Rouge, Starbucks, Duolingo, battle passes, Roblox	Identity First, Currency Second — the named tier is the reward	The Arcade "Cup Pass" (seasons), streaks + leagues, limited Poki Pet cosmetics, personalized challenges, access-not-discounts for the top tier
Ambassador / social-selling	Glossier, Gymshark, Lululemon, (ethical) MLM	Turn your best customers into an army — rank, recognition, community, fast first win	The 3-rung advocate ladder, tiered commission (10→15→20%), 30-day fast-start, "Champion of the Month," the Makers Den community — minus all pyramid mechanics
Momfluencer ecosystem	Stanley, Lalo, Owlet, Bobbie, Lovevery	Your own happy customers are the cheapest, most-trusted creators; mom-as-hero, not the kid	Turn buyers into nano-creators, gifting→affiliate→ambassador, daycare point-of-influence seeding, repurpose UGC as paid ads (double-spend), the Stanley flywheel

PART II · THE ARCHITECTURE

3 The unified architecture — one ladder, two engines

Everyone enters the same way and climbs the same ladder. The bottom three rungs are **LOYALTY** — earn by being a great customer. The top three are **ADVOCACY** — earn (real money + status) by bringing other moms in. The crossover is the whole design: the reward for loving Poki Yoki is an invitation to profit from sharing it.

6 **Founding Circle** **ADVOCACY**

Invite-only (~10–15). Brand-partner level: 20% commission + lifetime 30% off, named on the site, prototypes to test, direct line to Cristina, hosts local events. The Sephora-Rouge + Lululemon-athlete summit.

5 **Champion** **ADVOCACY**

Curated from Makers (10+ referred sales). 20% cash commission, early access, "Champion of the Month," quarterly Founders Call, votes on colorways, free Family System.

Maker ADVOCACY

- 4 Advocate entry: 3 referrals OR a light application. Friend gets 20% off; Maker earns 15% commission + a gifted Starter welcome kit + the Makers Den community + a 30-day fast-start challenge.

↑ THE CROSSOVER: LOVE IT → GET INVITED TO PROFIT FROM SHARING IT ↑

Inner Circle LOYALTY

- 3 \$350 lifetime. Elite status: 1.4x PokiStars, first access before Amazon, annual gift, the Inner Circle event, a real name on the Founders Wall. **Access, not discounts.**

Stacker LOYALTY

- 2 \$150 lifetime. 1.2x PokiStars, 72-hour early colorway access, free accessories (pay shipping), priority support.

Sipper LOYALTY

- 1 Free, everyone. Earn 5 PokiStars/\$1 + from the Arcade, reviews, referrals, birthday. Free shipping over \$75. **Starts with a 50-star head-start** (endowed progress).

Two things sit across the whole ladder. (A) PokiStars — the one currency, earned and redeemed at every rung (5/\$1, 500 = \$5, ~2% reward rate). **(B) The permanent Founder badges** — gold FOUNDING BACKER (700), silver CHARTER (250 VIP), bronze PIONEER (7,000 email) — an identity layer earned by *when* you joined, closed forever on a set date, shown next to your name in the Arcade. And **the Arcade is the frequency engine**: a cup is a once-a-year purchase, so the daily game play is what keeps the program (and the brand) present — it's Poki Yoki's answer to "airlines requalify because people fly often; we don't sell cups often, so the game is the frequency."

PART III · ENGINE 1 — LOYALTY

4 Engine 1 — the loyalty program (airline + game)

The airline status mechanics worth stealing (ranked)

- 1 • Endowed-progress head-start.** Every new member starts at **50 PokiStars, not 0**. Pre-filled progress lifted completion **79%** in the classic car-wash study — and it kills the "starting from zero" friction that's fatal for a low-frequency product. One line of code.

2 • Near-tier nudges. Auto-email at 70% of the next rung: "You're 82 PokiStars from Inner Circle — write a review (+100), refer a friend (+500), or grab the Family upgrade." The goal-gradient effect makes people accelerate as they approach. Native in Klaviyo.

3 • Soft benefits > discounts at the top. Inner Circle's best perks are **not** money off — they're recognition and access: name on the Founders Wall, first access before the public (and before Amazon), a vote on the next color, a personal note from Cristina. A discount says "we'll bribe you"; recognition says "you're one of us." Near-zero cost, identity-anchored.

4 • "Status at risk," framed as warmth. Airlines convert disappointment into recovery with an advance "your status is at risk" note. We do the gentle version: if an Inner Circle member goes 90 days dormant, "your status is active — here's how to keep it warm," never a threat. Loss aversion is ~2x gain motivation — but the framing must be self-attributed, not punitive.

5 • The "Switch Challenge" (status match as acquisition). Airlines steal elites with status matches. We DM parents posting about competitor cups: "Switch to Poki Yoki and we'll start you at Stacker for 60 days. Post one honest review in 60 days and it's yours for a year." Acquisition + status escalation + UGC, in one move, zero ad spend.

6 • Lifetime founder status. Marriott's Lifetime Platinum is permanent; so are our Founder badges. Lock them, publish the close date, never reopen — that's what makes them mean something.

What NOT to copy from airlines

No annual spend requalification (you sell ~one cup; a "requalify or lose it" treadmill on a \$45 purchase is absurd — the Arcade is the engagement proxy instead). **No points devaluation** — lock 500 PokiStars = \$5 and never touch it; at 7,000 tight-knit members a devaluation is visible, vocal backlash. **No breakage-harvesting** — at this scale it just feels punitive; use a gentle 24-month rolling expiry only to keep the liability clean.

The Arcade as the gamification engine (the daily loop)

This is Poki Yoki's unfair advantage — no other cup brand has a game. The mechanics that map straight onto it:

MECHANIC (STOLEN FROM)	THE POKI YOKI VERSION	WHY IT WORKS
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The Cup Pass — battle pass (Fortnite)	8-week Arcade seasons. Free track for all; optional Premium track (\$5–8) unlocks rarer Poki Pet cosmetics, a seasonal star multiplier, an Arcade theme. Season-end = cosmetics gone forever.	Daily quests drive return; limited cosmetics drive FOMO; premium track monetizes the most engaged. +30% spend from time-limited rewards.
Streaks + Rest Day Token (Duolingo)	"Daily Sip Quest": play once/day. 7-day → Sip Streak badge, 30 → Flow State, 90 → a limited Founding-Sipper title. One earned Rest Day Token/week protects the streak.	A 7-day streak is the #1 predictor of long-term retention; loss aversion protects it. The token prevents quit events (never a <i>paid</i> streak shield — that's the dark-pattern line).
Leagues (Duolingo)	Weekly leaderboard split into pools of ~25; top 5 promote, bottom 5 demote. Brand-named divisions. Sits alongside the existing Poki Nation city battles.	Beating 24 peers feels winnable in a way the national board doesn't; promotion/demotion drives weekly re-engagement.
Limited cosmetics (Roblox)	"Season 1 OG" Poki Pet skin, hard-capped to the founder count, never re-issued; auto-gifted to Kickstarter backers who register.	Scarcity = social status; the cap tied to the backer number is a brand story, not an arbitrary limit.
Permanent achievement score (Xbox)	A lifetime Poki score that never resets; rare achievements glow on the leaderboard nameplate.	A permanent record of effort raises switching cost — "I've built something here."
Personalized challenges (Starbucks Star Dash)	Weekly targeted missions: "Play Cup Stack 3x → +200 stars," "Review your Starter → +500." Segmented by behavior.	Turns passive points into active engagement; at 700 buyers you can segment these in Klaviyo today.

PART IV · ENGINE 2 — THE ADVOCATE ARMY

5 Engine 2 — the advocate / momfluencer army

The top of the loyalty ladder opens a door: the moms who love Poki Yoki most are invited to earn real money and real status by bringing other moms in. This is where airline "elite status" becomes "ambassador status," built from the ethical core of social-selling and the trust mechanics of momfluencer marketing.

The crossover, and the three advocate rungs

RUNG	WHO / ENTRY	EARNS	GETS (STATUS + ACCESS)
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Scout (pre-rung)	Any buyer — automatic post-purchase	10% store credit per referred sale; friend gets 15% off	"Creator" achievement + 500 bonus PokiStars on first sale. Activates the passive base with zero cash cost.
Maker 4	3 referrals OR light application (IG handle + why they love it)	15% commission (cash or 1.5x credit); friend gets 20% off	Gifted Starter welcome kit, "Poki Maker" badge, the Makers Den community, a 30-day fast-start challenge (5 sales → bonus accessory pack)
Champion 5	Curated: 10+ referred sales + 3 months + content check	20% cash commission (net-30), 25% off own orders	Free Family System, monthly newsletter + IG feature, "Champion of the Month," quarterly Founders Call, early access, colorway votes
Founding Circle 6	Invite-only (~10–15): top Champions + VIP community leaders (Montessori directors, parenting creators)	20% commission + lifetime 30% off	Named on the website, prototypes to test, direct text line to Cristina, hosts city events, the capstone "Advocate of the Year"

The momfluencer truth: your cheapest creators are the customers you already have

The momfluencer research is unanimous: **nano (1–10k) and micro (10–100k) mom creators win on trust and ROI** (nano engagement 6–20%, ROAS ~6.2x vs ~1.8x macro; a seeded post acquires at ~\$25 vs ~\$45 paid). And the very cheapest, most authentic creators are your own buyers — they already paid, already love it, and already have the trust of their mom network. So the program **recruits creators from inside the 700 buyers and 250 VIPs first**, then seeds outward. The ethical social-selling mechanics make the army stick:

- **Rank titles that mean something** (Maker → Champion → Founding Circle) — moms post a rank promotion like a job promotion.
- **The 30-day fast-start** — the first win must land in week one (welcome kit + first commission) or advocates go dormant; ~60% of ambassador programs lose people in 90 days without it.
- **Recognition over cash at the top** — "Champion of the Month," the Founders Call, the name on the site. The community (the Makers Den) is the real retention product, exactly as it is in the best social-selling orgs.
- **Fast payouts** — the faster the first check, the higher the retention.
- **Mom-as-hero content, never the kid** — the safest, highest-trust, lowest-backlash brief is "show how the cup fits your real day," not "your kid will love it." (#kidsarenotcontent is in 15%+ of momfluencer discourse.)
- **Point-of-influence seeding** — beyond social, seed 20–30 Montessori/daycare directors (the existing 1,031-facility list); a director's recommendation reaches 30–150 parents/year at ~\$20/facility.

- **The double-spend** — repurpose the best advocate UGC as paid Meta creative; in the Owlet/4moms cases this drove ~28–30% of Facebook revenue, effectively halving content cost.

The ethical line — steal MLM's motivation, never its structure

One level only. Advocates earn on sales to real end customers — never a percentage of another advocate's sales, never a recruiting commission, never a rank that requires recruiting, never inventory loading. A flat one-time bonus for bringing in an advocate who then performs is fine; a percentage downline is a pyramid. This single rule is what separates a great ambassador program from an FTC problem.

PART V · ECONOMICS, STORY, ROLLOUT

6 The economics — why it's all margin-safe

Anchors: ~\$8 product, ~\$10 ship, Starter \$45 (CM2 ~\$22), Family \$85 (CM2 ~\$50), blended paid CAC ~\$55.

LEVER	COST	VS. THE \$55 PAID CAC
Scout referral (10% credit, friend 15% off)	~\$14 all-in	~75% cheaper
Maker commission, 15% on a \$45 Starter	\$6.75/sale	~8x cheaper
Champion commission, 20% on a \$45 Starter	\$9.00/sale	~6x cheaper
20% on a Family \$85 (push referrals here)	\$17/sale	still < \$55, on ~\$50 contribution
Free cup at 5th referral (customer pays ship)	~\$18 for ~\$225 driven	~8% effective
Nano gifting (Starter, no fee)	~\$20 all-in	~\$1,000 / 50 creators / quarter
Maker welcome kit (gifted Starter)	~\$21 each	~\$1,050 / 50 Makers
PokiStars (2% reward, ~1.5% after breakage)	~\$0.34 / Starter order	trivial vs contribution

The headline: every advocacy dollar buys a sale at a fraction of paid CAC, and the gifting spend doubles as paid-ad creative. Modeled conservatively, **50 Makers + 10 Champions + 5 Founding Circle by end of Year 1** drive ~3,000 sales/yr (~\$135K) at ~\$20K in commission — a blended advocate CAC near **\$7**, plus ~100 organic mom posts/month worth \$8–20K in equivalent media.

7 The Stanley playbook — our closest analog

Stanley was a 110-year-old camping brand doing \$70M with a tumbler it was about to *discontinue*. Three stay-at-home moms running a shopping blog (The Buy Guide) told Stanley it was selling to the wrong people, bought 10,000 units wholesale, and sold the first 5,000 in 4 days, the next 5,000 in an hour. Pastel color drops sold out in weeks. Then a customer's Stanley survived a car fire with ice still inside, she posted it, #StanleyTumbler hit **804M views**, the president offered to replace her car — and revenue went **\$70M → \$94M → \$194M → \$750M** (2019–2023).

The seven lessons, applied: (1) Your best insight lives in your buyers — survey the 250 VIPs on who they recommend it to and why. (2) Make the creator a *stakeholder*, not a recipient — the commission is the skin-in-the-game. (3) Product performance is the content — brief "show the throw-it-across-the-room moment," the mold reveal, the dishwasher unload, not a feature list. (4) Color/limited drops create collecting urgency — seed advocates with exclusive early colorways. (5) The community identity is the moat — make "Poki Yoki Mom" a recognized archetype, the mom who quit the throwaway-cup cycle. (6) The brand response IS the marketing — every honored lifetime-warranty claim is a story; document and seed them. (7) The untargeted occasion is the lever — baby-shower/new-parent gifting via mom gift-guide creators is wide open.

8 The 90-day rollout — your three audiences become the engine

Weeks 1–3 · The 250 VIP **CHARTER** — seed the first advocates

Lowest-risk, highest-trust. Launch the loyalty program here (badges, cheat codes, the Arcade season), AND post the advocate call-out: *"We're building a community of Poki Yoki moms who want to share — reply if you want to be an early Maker."* Self-selecting enthusiasts become the first Makers. Social-scan the list for anyone with 1k+ followers → warm gifting offer.

Weeks 2–6 · The 700 buyers **FOUNDING BACKER** — turn buyers into creators

The most qualified advocates (they already paid). Week-4 post-delivery email: *"How's the cup treating you?"* + a personal Scout code (friend 15% off, they earn 10%). No obligation. Run the 700 against a tool (Modash/manual) to find the ones with audiences → upgrade them to Maker with a gifted kit. Drive reviews (photo/video for the UGC ad library).

Weeks 4–12 · The 7,000 email **PIONEER** + point-of-influence — widen carefully

Activate Pioneer loyalty (badge + stars on first purchase). Run the Switch Challenge against competitor-cup posters. Seed 20–30 Montessori/daycare directors from the facility list. Stand up the Makers Den (Slack/Circle) and the first monthly advocate leaderboard. Promote the first 3–5 Makers to Champion; run the first Founders Call.

Measure: Maker activation rate (target the 30-day fast-start), advocate-driven sales & effective CAC, % of buyers who become Scouts, UGC pieces captured, and the loyalty metrics from the base program (cheat-code redemption, Family mix, points first-redemption).

9 Risk & legal

- **FTC disclosure (the big one):** every gifted/affiliate post needs clear, above-the-fold disclosure — "#ad"/"Poki Yoki Ambassador" + the brand tag; "#partner"/"#PokiMaker" alone is *not* enough; video needs verbal + text in the first 3 seconds. The **brand is liable** for creators it activates (up to ~\$51K/violation) — bake disclosure into every gifting agreement and run a 30-min monthly audit.
- **Anti-pyramid:** one level only; commission on end-customer sales only; no recruiting comp; no rank requiring recruiting; no inventory loading; an income-disclosure statement before any "earn with us" page goes live.
- **COPPA + kids-as-content:** the loyalty identity is the *parent's* account (kids play without an account); don't require creators to feature their children — mom-as-hero content is safer and more trusted. COPPA amendments are in force (April 2026 deadline).
- **Dark-pattern lines (kids on screen):** no purchase prompts or countdown-to-buy inside the Arcade UI (parent-facing checkout only); no loot boxes / randomized packs (the \$20M Genshin line); no paid streak-shields. Fixed-reward ladders only.
- **No devaluation, ever:** lock the PokiStars redemption rate — trust is the whole moat at this scale.

10 Tooling & build

- **Loyalty + points:** Smile.io Free (≤ 200 orders/mo) for points/tiers/referral; status tiers as Shopify tags for year one.
- **Advocate/affiliate:** start on **Shopify Collabs** (free, already in stack) for Scouts; graduate to **Social Snowball** (~\$199/mo + 3%) at ~25 active Makers for auto-codes, tiered commission, TikTok Shop. Manual + Airtable for the first 90 days.
- **Community:** the Makers Den on Circle (~\$49/mo) or a private FB group.
- **Arcade integration (custom):** the season/Cup Pass overlay, streak counter, weekly leagues, an "Advocate" leaderboard tab, and PokiStars credited for referrals (not just game scores) — scoped against the current branch. This is the differentiator no competitor can copy quickly.

- **Creator-finding:** Modash/HypeAuditor (or manual) to find audiences inside the 700 buyers; ShopMy (1k+ followers) for creators who already monetize.

11 Open decisions for Cristina & Eric

- **Commission rate & payout:** recommended 10% (Scout, credit) → 15% (Maker, cash/credit) → 20% (Champion, cash). Cash needs PayPal/Stripe + 1099s over \$600.
- **The Founder close date** (shared with the base program) — the scarcity anchor for the permanent badges.
- **Welcome-kit + gifting budget:** ~\$1,050 for 50 Maker kits + ~\$1,000/quarter for 50 nano gifts — confirm the line.
- **Paid "Founding Club" (REI model):** a one-time ~\$20 lifetime pass (permanent multiplier + badge + all season passes) — test in Year 1, or hold?
- **Kids-in-content policy:** recommend mom-as-hero, children optional/never required.
- **The Arcade build scope** for the season/league/advocate-leaderboard integration vs. the current branch work.

12 Sources & method

Method: a 4-bot research swarm (airlines/hotels · status & gamification masters · ambassador/affiliate/social-selling · momfluencer ecosystem), each citing 2023–2026 data, synthesized with the existing Poki Yoki rewards design and unit economics. This extends — does not replace — the Rewards & Loyalty Program report.

Airlines/hotels: PR Newswire / On Point Loyalty (SkyMiles \$31B), Platform Aeronaut & The Wise Marketer (mile economics, breakage, float), Loyalty & Reward Co (status psychology, endowed progress, demotion dynamics), NerdWallet/One Mile at a Time/AwardWallet (Delta/Marriott tiers, soft landing, lifetime status), AwardFares (status match). **Status/gamification:** Loyalty Reward Co & BeautyMatter (Sephora), GrowthHQ & Starbucks 2026 press (Star Dash), Webmeridian (NikePlus), RIVO (Prime), EventXGames (REI), Trophy.so/Deconstructor of Fun (Duolingo streaks/leagues), GameMakers (battle passes), Flavor365 (Xbox), RoWatcher (Roblox limiteds), Fenwick/Bloomberg (FTC dark patterns/COPPA). **Ambassador/social-selling:** ReferralCandy/Tapiliate (commission benchmarks), Getsaral/Creator Hero (Glossier), BrandChamp (Lululemon/Red Bull), Rivo (Gymshark), Color Street/Beautycounter comp plans, FTC endorsement guides & pyramid-scheme guidance, Social Snowball (contests). **Momfluencer:** CNBC/Rival IQ/Marksmen (Stanley), Modern Retail (Lalo), Aspire/Shorty (Owlet, 4moms), BusinessWire (Bobbie), Net Influencer (Lovevery), IMHub (nano-at-scale, micro rates), Sprout Social (Pinterest intent), Pulsar (#kidsarenotcontent), Statusphere (FTC gifting). **Repo:** marketing/key-numbers.md · company/financials.md · brand/positioning.md · the rewards-program docs.

Poki Yoki · The Loyalty + Momfluencer Engine · for marketing review · one ladder, two engines, one currency: retain on airline-grade status + a gamified Arcade, acquire through an army of mom creators recruited from your own happiest customers — and make "Poki Yoki Mom" the identity a competitor can never copy.