



WHY CHOOSE DIGITAL REWARDS?

- It's easy! Simple distribution and implementation make these rewards among the most practical and cost-effective incentives available.
- These relevant and popular rewards — like music, movies, magazines and eBooks — are items people love and regularly use.
- Customers can choose their exact reward, so everyone gets exactly what they want — and you can reach multiple demographics with the same reward.
- Since they're valuable to the consumer, these rewards are very effective at increasing attention, strengthening interest and improving engagement.

» Product

Digital Choice

» Industry

Retail

» Use

Employee Rewards & Recognition

REWARD EMPLOYEES FOR THEIR HARD WORK AND DEDICATION

JCPenney®, the well-known department store, was looking for a simple and compelling way to show appreciation for their employees and reward them for all their hard work and dedication to the company.

They decided to reward employees with Digital Choice cards, which allowed them to choose from Movie Tickets, Magazines or Music Downloads. Each branded reward card was given to employees who showed excellent customer service, and overall, met the store's standards and goals. Each reward card provided a code that directed the recipient to a branded page where they could pick their gift of choice.

The compact size of the reward eliminated logistics issues associated with a campaign of this size. More importantly, shipping and storing cards to each JCPenney location was very easy. Branded cards are a great way to show gratitude and recognize positive achievements.