



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**
Dining Rewards

» **Industry**
Apparel

» **Use**
Customer Gift

AN EFFECTIVE WAY TO THANK HARDWORKING EMPLOYEES

Converse, the bold and unique shoe designer, wanted to thank their clients — the distributors of Converse — for all the hard work they have done within the company. They decided to celebrate each client's success by providing him or her with branded cards that allowed them to receive a Dining Certificate to any restaurant of their choice.

Converse used an affordable reward to engage and appreciate clients. Branded cards are compact and lightweight; they are a cost-effective way to distribute any type of gift.

The giveaway simplified rewarding without additional packaging costs and paired well with active clients. A Dining Certificate is an invaluable reward so Converse picked the easiest way to carry out their appreciation.