



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

THE MUSIC RECHARGED THE BATTERIES

Contests are a great way to boost employee morale, as well as sales revenue, and that's the route CVS decided to take to drive the sales of its CVS branded batteries.

Each retail store ran a competition to see which employee could sell the most batteries in a single week. The prize? A Music Download Card that entitled the winner to 12 FREE songs—an album's worth of music! Redeeming the prize also allowed the winning employees to be recognized by the rest of the company for their efforts. Weekly contests continued, with the numbers resetting each time, so that the competitions could begin all over again.

The opportunity to earn for free Music helped the staff at CVS stay motivated towards the brand's products, and in-turn, increased sales revenue. Offering prizes to those who meet a certain goal, or multiple goals, is a surefire way to bring new life to your workforce.