



## 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

Sports

### » Use

Employee Rewards & Recognition

## DELIVERING VALUABLE REWARDS TO THOSE WHO DELIVER

Since FedEx®, the global courier delivery service, delivers millions of packages each day — many of which are high-value and time-sensitive — impeccable service is a must. Therefore, continually rewarding drivers for good performance and meeting operational goals is paramount.

With team events and drivers throughout the country, FedEx needed a rewards program that could be easily executed and provide a high-perceived value gift that was appealing to their wide variety of drivers.

To highlight their partnership with NASCAR®, they rewarded drivers with branded custom cards in the shape of a stock car at themed events. These cards gave recipients a choice between 5 music downloads, 1 magazine subscription, or 1 digital movie rental.

The simplicity and flexibility of reward cards made it easy for FedEx to have an interesting handout at their various events. Plus, having one card that was valid for several popular offers was significant in ensuring each attendee would receive something of value.