



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

Music Downloads

» Industry

CPG

» Use

Customer Gifts & Incentives

THE EASIEST PRODUCT LAUNCH COMPANION

Le Creuset® is one of the most trusted and treasured brands of cookware and bakeware. With their line of bold, distinctive hues, they introduced color in the kitchen, and when they add a new shade, it's an event in itself.

When they introduced their newest color, Palm — a lush green that calls to mind palm fronds — Le Creuset wanted to provide customers with a giveaway item that would complement the hue and bring to mind the same luxurious feelings.

They included branded music download cards within the packages of the collection that gave recipients access to a playlist of beachy songs from popular artists like Jack Johnson, Iron & Wine, Jason Mraz, and more.

By including cards within the product packaging, there was no additional delivery expense. Plus, since recipients could select the song they liked best from the playlist — or any other song in the 6 million song music catalog — it was a widely appealing gift that each customer could personalize and enjoy.