



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

Magazine Subscriptions

» Industry

CPG

» Use

Customer Gifts & Incentives

STANDING OUT FROM THE CROWD ON STORE SHELVES

Cutting through the clutter on store shelves during the holiday season is a challenge every brand faces. When a major brand of personal care products was designing their holiday gift sets for men and women, they knew they needed to include a bonus incentive that would appeal across multiple demographics. They chose to offer the gift of a free magazine subscription, which more than doubled the perceived value of the gift set.

The brand added a call out highlighting the free magazine subscription, featured the top titles available on the packaging, and included a magazine subscription card within the gift set. This helped them to stand out from competitors because their set provided more value.

Plus, due to the scale of the promotion and the flexibility of magazine subscription cards, the brand was able to include this offer at a fraction of the subscription's retail value.