



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**
eGift Cards

» **Industry**
Food and Beverages

» **Use**
Employee Gift

A CREATIVE WAY TO ACKNOWLEDGE EMPLOYEE SUCCESS

McDonald's, one of the biggest fast food chains in the world, was looking for a simple and compelling way to show appreciation for their employees and reward them for all their hard work and dedication to the company.

They decided to send company owned restaurants multiple prize packages, which included a \$5 eGift card reward to hand out to employees who met the overall restaurant goals and showed worthy commitment to working hard. Each reward card provided a code that directed the recipient to a branded page where they could pick a gift card of their choice. Gift card options included clothing retailers, restaurants, and many other types of businesses.

The compact size of the reward eliminated logistics issues associated with a campaign of this size. More importantly, shipping and storing cards to each McDonald's location was very easy. Branded cards are a great way to show gratitude and recognize positive achievements.