

THE POWER OF DIGITAL REWARDS SAFETY PROGRAMS

Whether it's ensuring a safe workplace or protecting a community, strategic safety programs go a long way. It's important to remember, however, that these programs are only as effective as the participation they garner. Digital Reward cards are high value incentives that can encourage active involvement.

Cities, communities and organizations can use **the built-in flexibility and strong perceived value of Digital Rewards** to deliver important messaging about staying safe and living responsibly — from on-the-job welfare to fire safety, first-aid training, crime prevention and natural resource safety.



POWERFUL USES OF DIGITAL REWARDS FOR SAFETY PROGRAMS

- » Celebrate “days without incident” by rewarding a team for following required safety standards.
- » Encourage good habits like pledges to not text and drive, to wear seatbelts and to not drive while intoxicated.
- » Increase safety seminar attendance by giving out valuable rewards and incentives upon completion.
- » Provide spot rewards to employees who are observed exhibiting model behavior.
- » Thank employees and community members who give feedback aimed at improving safety.
- » Include rewards as a giveaway item at events or as a kickoff for a new safety initiative.

CASE STUDIES:



Client: Arrive Alive ▶ **Use: Student Giveaway** ▶ **Reward: Music Downloads**

Arrive Alive wanted to create a compelling incentive program to drive traffic to their website and encourage students to read about stories of lives lost from drunk driving.

After students visited the website during an awareness session, they were rewarded with custom branded Music Download Cards, a great high-perceived value reward for this demographic.



Client: City of Riverside, California ▶ **Use: Direct Mail** ▶ **Reward: Digital Choice**

To educate and motivate town residents to dispose their unwanted medications in the trash instead of flushing them down the toilet, the city of Riverside, California used Digital Rewards for their community safety outreach program called “No Drugs Down the Drain.”

Thousands of educational direct mail pieces were mailed to residents. Each contained a Digital Choice reward, redeemable for the recipient's choice of reward, including Music Downloads, photo prints and more, thereby extending the reach of the offer.



Client: South Central Safe Community Partnership ▶ **Use: Survey Rewards** ▶ **Reward: Music Downloads**

To increase safe driving and seatbelt usage, South Central Safe Community Partnership used the power Digital Rewards to conduct a baseline survey for their “Click It or Ticket” campaign, providing Music Download Cards to participants.

Music Download Cards were the right high-value reward to encourage participation. Additionally, using a landing page in this way can increase survey involvement and bring campaigns and promotions even more reach.



DIGITAL REWARD CARDS

Made up of a full range of physical and digital products, Digital Rewards include popular items like Music Downloads, Movie Tickets, Digital Movie Rentals, Magazine Subscriptions, eBooks and beyond. Digital Reward Card promotions use reward codes to deliver high-perceived value products. With our easy-to-implement platform, brands can offer these relevant, real-world items at a fraction of their perceived value.

DID YOU KNOW?

- The tables have turned: Digital downloads now exceed physical sales.*
- Next big thing: It is predicted that gains for online movies will increase tenfold between 2007 and 2017.**
- Big picture potential: Over two-thirds of the U.S. population attend at least one movie every year.***
- Cover to cover: Americans spend \$9.3 billion dollars on magazine subscriptions annually.****

* Nielsen/Billboard; Pew Research Center

** Mintel

*** Motion Picture Association of America

**** The Association of Magazine Media, 2012/2103 Magazine Media Factbook