

AWARDS MATRIX



Today, the most common rewards are:



TRAVEL

MERCHANDISE

GIFT CARDS

PREPAID CARDS

CASH

FEATURES

Group “club trip” rewards top performers

Online merchandise catalog of exciting and practical items

Used like cash at one specific retailer, dollar for dollar, often in specific denominations

Preloaded points works like a debit card, redeemable anywhere Visa/MC is accepted

You know what cash is! And how it works!

Individual trip options let winner choose own destination and dates

Participants use bank account of points to redeem

PROS

Always a popular, aspirational award

Ease of online shopping

Freedom of choice when at the retailer

Maximum flexibility & freedom of choice

Ultimate flexibility

Produces memorable experiences for a lifetime

Exciting awards increase motivation and aspiration

Participant decides when and how to use

Participants can take advantage of sale prices at retailers

OK for channel incentives, where confusion with compensation is less of a concern

Socially acceptable to “show off” pictures and brag of adventures

Has trophy value significance for concrete reminder of sponsoring company

Easy to administer, one-time issuance

“Wallet branding” when sponsor logo added to card plastic

Provides currency for taxes on very large awards (ex. >\$5,000)

Recognition in front of peers enhances experience and employee engagement

Participants can take advantage of sale prices

Reloadable options available

Can ensure purchase with lasting trophy value

Good option for channel incentives to non-employees

CONS

Time-consuming to plan travel arrangements and trip operation

Some like to see & touch & compare items at retail stores

Choices limited to one retailer

Generally lacks lasting trophy, with most purchases for necessities (groceries, gas, fast food)

No warm fuzzy feelings with cold cash

Participants out of the office

Fulfillment delays or discontinued items may cause complaints

Typically no customization or sponsor branding

Complexities in fulfillment (card branding, emboss line message, expire date)

Disappears into checking account

Uncontrollable variables - weather

May have to manage inventory issue and handle returns of damaged merchandise

Appeal depends on individual taste and what retailer offers

Often confused with compensation, creating future expectancy, and dissatisfaction if incentive changes

Used for paying bills and basic needs

Recipients cannot recall what they purchased with rewards

Specific retailer may not be convenient for all participants

Many HR departments dislike for internal employees due to compensation concern

Delivers minimal, lasting association with sponsor company due no trophy value