



Hinda Incentives

Incentive Programs in the  
**MODERN** Carrot Era

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June 4, 2010



# Introduction


- Who am I?
- Who is Hinda Incentives?
- What is the Incentive Marketing Association?
- Goal for this discussion: Spark thoughts and conversation



11th Annual Executive Summit



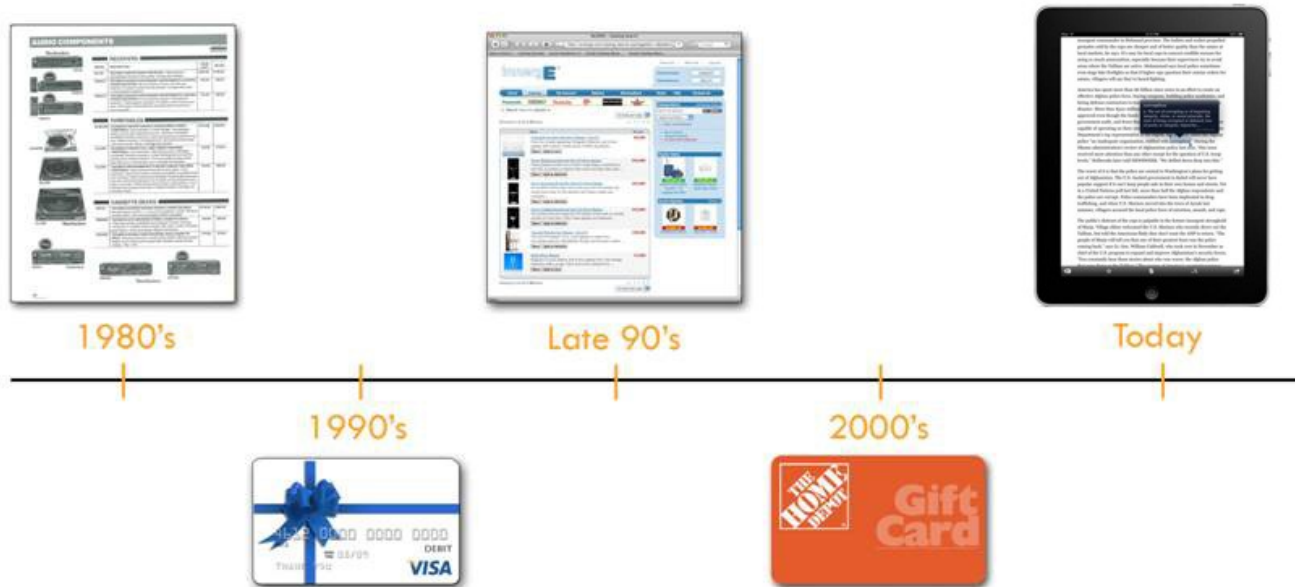
Incentive Marketing Association

- 
- Technology has changed award delivery
  - How people are motivated has not

## INCENTIVES DRIVE BEHAVIOR

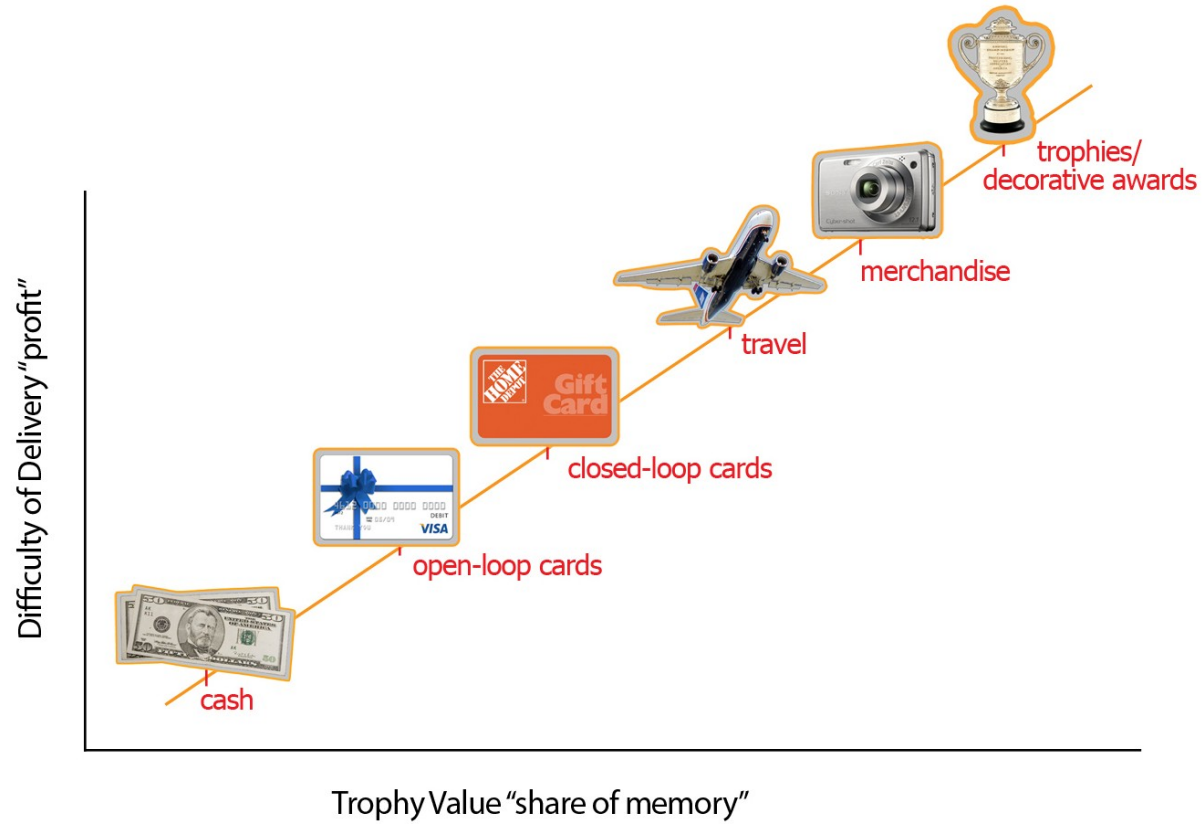
- Merchandise awards are the most cost effective AND behavior effective

# Technological Changes



- 1980's – printed award catalogs
- 1990's – introduction of pre-paid cards
- Late 90's – Internet usage begins to grow – online catalogs
- 2000's – growth of closed-loop cards
- Today – transition from less print to more web/mobile

# Trophy Value





## Modern Ways to Use Merchandise

- Merchandise isn't new – derivatives of existing technology
  - Televisions – CRT to flat-panel
  - Apple – iPod to Touch to iPad
- Segmented assortments targeting demographics
  - Current marketing trend
- Brand Associations
  - Protect image with brand value
  - Include desirable brands in award assortments



## Award Assortment Considerations

- Awards should motivate – effective and memorable for participants
- Innovative – current, trend right, technologically advanced, competitively priced
- Consider demographics and psychographics of audience

Age

Income

Culture

Marital Status

Geo-demographic Profile

Children – number & ages

Lifestyle

Social Class

# Merchandise Motivates



## Actual Merchandise Program Results:

- 14% increase in sales over similar region without program
- Overwhelming desire to repeat program