

GIFT CARDS FOR EMPLOYEE REWARDS & RECOGNITION



→ WHY REWARD EMPLOYEES?



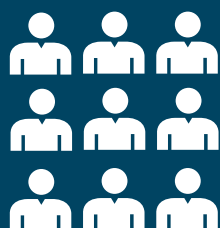
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Increase in performance can be achieved with a properly constructed reward program.

→ WHY USE GIFT CARDS?



A survey of 300+ consumers found that almost **9 out of 10** would be excited to receive a prepaid card from their employer for achievement or recognition.



The flexible nature of prepaid cards make them **ideal** for giving to a diverse group of employees.



Gift cards are **seen as a true gift** rather than as part of compensation.



Gift card purchases are more memorable and create a **lasting reminder** of achievement.

→ THE POWER OF GIFT CARDS



\$12.3 BILLION

was loaded onto prepaid cards for corporate rewards in 2013. Companies clearly recognize the power of gift cards.

Need gift cards in bulk? InComm Incentives makes it easy.
Call 877.880.0272 to learn more.

SOURCES

- Statistic in the "Why Reward Employees?" section is from The Incentive Research Foundation article *Incentives, Motivation & Workplace Performance: Research and Best Practices*
- Statistics in the "Why Use Gift Cards?" section are from Giftex Prepay and an IGCC white paper *Corporate Incentives - 10 Reasons Why Cards are More Compelling than Cash*
- Statistic in the "The Power of Gift Cards" section is from a 2013 Mercator Advisory Report