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Five Firms Honored by the Incentive Marketing Association with a Circle of Excellence Award

Sept. 23, 2010 – Naperville, IL – The [Incentive Marketing Association](#) (IMA) will present five companies with the 2010 Circle of Excellence Awards on Wed., Oct., 13 at the annual [Motivation Show](#) at Chicago's McCormick Place. Each of the winners demonstrated creativity in customer and employee incentive campaigns that achieved remarkable results. Both the winning company and its marketing incentive partner are recognized.

This year's award winners are CVS/Pharmacy, Woonsocket, RI; a community bank located in the Northeast; Anderson Performance Improvement Company in Hastings, MN; John Deere Holdings, Inc., Moscow, Russia, and Novo Nordisk, Princeton, NJ.

"The winning companies worked in conjunction with their incentive professionals to achieve impressive business results, demonstrating that business does improve through the use of creative incentive programs. These winners are examples for other companies of how to leverage the power of recognition and rewards to enhance their bottom line," said Karen Renk, CAE, IMA executive director.

Following is a summary of the winning programs and their successful results:

Driving Sales for the Holidays - CVS/Pharmacy, together with CASHSTAR, Portland, Maine, developed the "GOGO" program -- "Give One. Get One." -- to reward customers during the holiday shopping season with a free eGift card to accompany any \$25 gift card purchase. The program successfully used leading mommy blogs to increase

exposure among potential customers. The overall result of this seven-week campaign was a positive ROI of 92 percent. In addition, CVS captured 13,000 unique email addresses.

Building Business through Referrals - New Brunswick, NJ-based Dittman Incentive Marketing firm worked with a community bank located in the Northeast to create a reward program for its Business Leaders Council, as a way to drive core business during the challenging economy. The bank offered a world-class travel experience as a reward to Council members for referring business to the bank, also providing Council members opportunities to interact with one another and develop a relationship with the Bank's board and senior management. In post-program survey results, 92 percent of the participants reported that the trip motivated them to meet their business referral goals. Over the past four years, the Business Leader Council has delivered over \$250 million in new business and closed referrals.

"Move It!" Increases Health and Wellness - Anderson Performance Improvement Company in Hastings, MN, an incentive marketing company, developed a program that would increase the physical activity of employees and educate employees about health and wellness. Participants earned points for healthy habits, physical activities and were rewarded with prizes. All employees participated in the "Move It" program, resulting in a positive impact on the company's culture. Some changes that resulted from the program: replacing soda machines with filtered water; instituting walking meetings; and offering healthy foods for birthday celebrations.

"Club V" Supports New Drug Launch - Novo Nordisk and incentive marketing partner Performance Plus Marketing, LLC of Roswell, GA, delivered a dynamic incentive program for sales staff to support the launch of the diabetes drug Victoza. The campaign combined direct mail, room drops and e-mail blasts inviting sales team members to register at the "Club V" website. The virtual "Club V" had the appearance of a trendy nightclub and provided access to sales training activities, sales contests rules, the Awards Mall, and the ability to redeem Award points online. All the hype for the "Club V" sales competition accomplished 100 percent sales force engagement and set the stage for future sales contests.

“Perform and Win” Drives Market Share- John Deere Holdings, Inc., in Moscow, Russia together with Motivaction LLC, Minneapolis, MN, worked to develop a travel incentive program that would generate a 20 percent sales increase at dealerships. All of the eligible dealers participated in the program, vying for a chance to win an over-the-top Caribbean cruise. The incentive resulted in a 97 percent sales increase during the program. Also noteworthy, was the intensive and highly detailed logistics required for successful execution of a trip from Russia to the United States.

In-depth case studies of the 2010 Circle of Excellence winners are available at www.returnonperformance.org. For information about the Motivation Show and to register for the Circle of Excellence Awards luncheon, visit www.motivationshow.com.

About the Circle of Excellence Awards - Past Circle of Excellence Award winners have included noted companies such as Volkswagen of America, Inc., Scottrade, IBM Corp., GE Financial Services, Glaxo Smith Kline, Kohler, Kraft Foods and Purina. The growing archive of Circle of Excellence Award case studies illustrates the power of incentives, and has set even higher standards for the incentive marketplace. Judging criteria includes overall success in meeting program objectives, program originality/creativity, appropriate incentive selection, perceived value of the incentive, and effectiveness of communication strategy and promotional materials.

About the Incentive Marketing Association

Business improves when employees and customers are recognized, rewarded, and engaged through effectively structured programs with defined goals and proven returns. The Incentive Marketing Association (IMA) is comprised of the companies who are leaders in the incentive industry. IMA provides education, resources and research to promote the use of incentive programs to the business community and is the umbrella organization for the Global Incentive Council (GIC), the Incentive Gift Card Council (IGCC), the Incentive Manufacturers & Representatives Alliance (IMRA), the Incentive Travel Council, the Performance Improvement Council, the Promotional Products Provider Council, the Recognition Council, IMA-Australia Council, IMA-Canada Council and IMA-Europe Council. More information about IMA and the incentive marketplace is available at www.incentivemarketing.org.

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