

B2B Loyalty, Incentive and Reward Ideas

PROGRAM DESIGN • REWARDS • TRAVEL
INCENTIVES & EVENTS • COMMUNICATIONS

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Create emotionally connected events without the big budget spend





E L M
ENGAGEMENT LOYALTY MODEL

IS YOUR B2B LOYALTY PROGRAM REALLY DRIVING CUSTOMER LOYALTY?



- ★ Do you know how many of your loyalty program members are truly loyal?
- ★ Are you missing out on growth opportunities in key customer segments?
- ★ Are you losing customers to your competitors?
- ★ What if you could identify your most loyal customers and target them with personalised marketing campaigns?

The truth is most loyalty programs are not as effective as they could be. They can be built on outdated methods that don't consider the changing needs of today's customers.

Our **Engagement Loyalty Model** is a proven way to improve the loyalty of your customers. It uses data and analytics to identify your most loyal customers and then provides you with insights on how to keep them engaged.

Book a demo today and quote "**Engage4**" and we'll run your loyalty program database through the **Engagement Loyalty Model** for free! So you can learn more about your current program and how we help you improve the loyalty of your customers.

Influence and change behaviours to drive results in your next B2B loyalty, incentive and rewards or event with the experts across Australia & New Zealand.



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we change behaviour

Loyalty & Incentive programs are experiencing a surge in popularity as businesses recognise their effectiveness in motivating and rewarding critical stakeholders in sales channels and broader relationships. From conversations with existing clients and new prospects, it is clear that when market conditions are unfavourable, companies are realising the influence that rewards have to help drive desired behaviours, such as increasing sales, maintaining customer loyalty, and strengthening partner relationships.

By offering tangible rewards and recognition, well-designed loyalty & incentive programs create a sense of engagement and motivation among participants, leading to improved business performance.

Post-pandemic, the travel and events industry has witnessed a significant rebound. People are eager to reconnect, explore new destinations, and engage in in-person events. This resurgence presents a valuable opportunity for businesses to leverage travel and events as incentives. By incorporating travel experiences and event opportunities into their programs, companies can enhance the overall appeal and excitement, driving higher levels of engagement and participation.

In the past year, I'm delighted that we have implemented an industry-first carbon offset program (KoruGreen), having measured and offset over 2000 tons of GHG.

When we launched Engage magazine, we aimed for it to be a comprehensive resource for B2B Loyalty & Incentive ideas and solve pain points regardless of the industry, location or role that a subscriber worked for. We are proud of the content that offers insights, strategies, and solutions to a wide range of business challenges. The magazine covers various topics, including program designs, innovative approaches to incentives and loyalty, and the latest trends. Engage magazine empowers businesses to make informed decisions and implement effective incentive programs by providing practical advice and showcasing success stories.

We always want to improve our magazine content; we would love your feedback. Don't hesitate to get in touch with us at info@212F.com



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- Sales rep incentives
- B2B incentives
- Expense card
- Rebates

Customer Campaigns

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- Gift with purchase
- Prize draws
- Christmas Gifts
- Rebates



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From Insights to Action

Tailoring Loyalty Program Communications for Different Customer Cohorts

Matt Griffiths, General Manager Sales & Marketing - 212F

Talk to Me – not Many like Me!

In a B2B loyalty program, communication types or groups are critical for establishing a personal, one-to-one connection with customers and program participants.

However, there's a fine line to walk when it comes to content, messaging and the number of sends to an individual. You don't want your messages to be relentless notifications of irrelevant and unwanted communications.

The best program communications speak directly to a member. To foster that sense of connection, you need to understand that member's place within the program based on engagement and their success measures. So it's vital to optimise your interactions with your customer by varying communications

triggers, the messaging and the relevance of each piece.

But how do you truly understand a customer's place within your loyalty program?

We use insights generated by our **B2B Engagement Loyalty Model**. This model uses data-driven analytics and weighted metrics of loyalty program interactions (such as earn rates, redemptions and program engagement) to group customers into loyalty-aligned cohorts.

This segmentation allows us to create engagement campaigns with messages and offers that speak directly to individual customers within a cohort and provide more targeted messaging – or even personal, one-to-one messaging.

Understanding these cohorts helps us develop relevant and tactical communications that can recognise an individual or change a customer's behaviour.

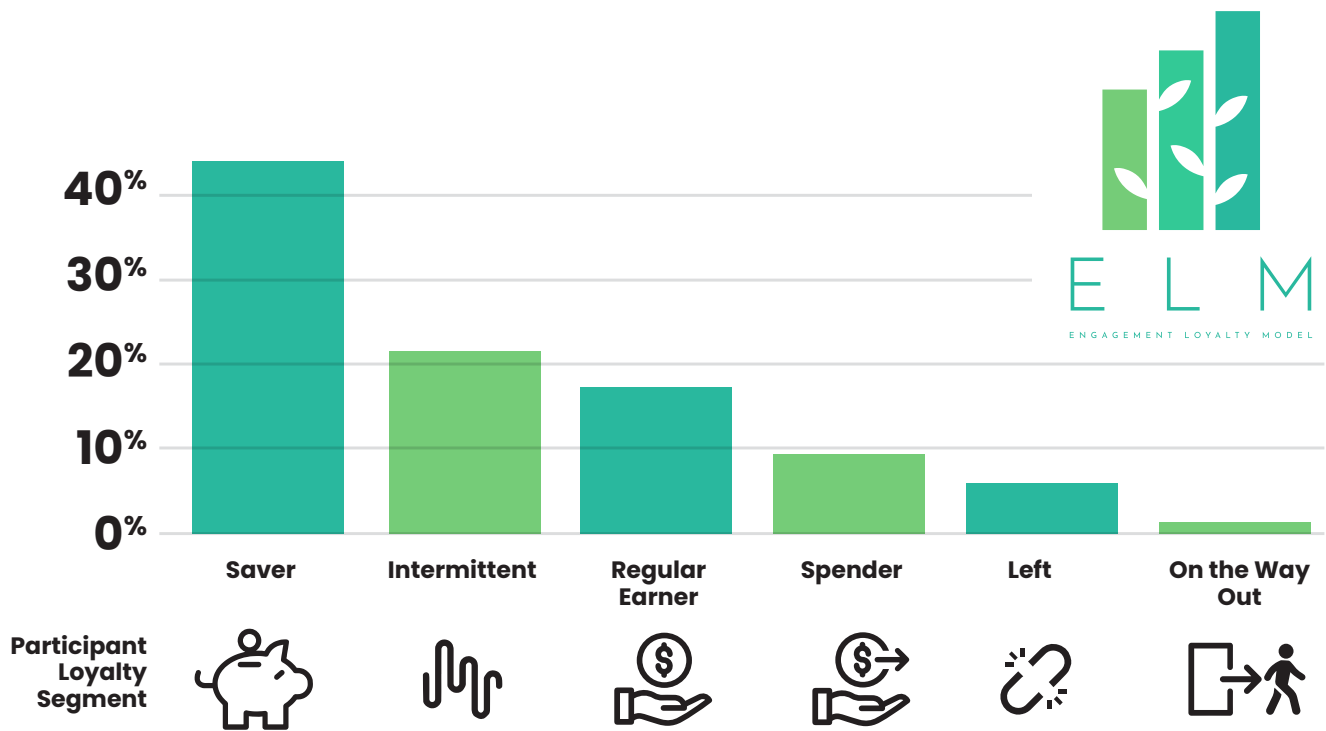
Targeted Engagement Campaigns

In Engage 3, I wrote about the need for the B2B Engagement Loyalty Model and the build metrics that define customer groupings. This article is about the outcomes.

What I love about this segmentation is that we can take real actions within a loyalty program based on outcomes and target participants, not generalised demographics or business type.

This ability to understand where a customer is in the program lifecycle and build engagement campaigns with targeted messaging for cohorts gives us:

- more flexibility in the communication types and messages we include
- the ability to adapt messages to changes in the market, new products or services, and recognition.



As a member changes over time, so does their cohort and position in the program lifecycle. So it's important, at these points, to provide different sets of relevant messages on current program status. Avoid messages that are out of their reach or below their position in the program.

The length of time and number of interactions that a customer has in a B2B loyalty program are equally important. The more these two metrics increase, the more effectively our B2B Loyalty Engagement Model can segment customers and reveal insights about those customers. Then the actions you need to take to meet program and customer objectives will become apparent.

Examples of Cohort Communications

There are six loyalty segments (i.e. cohorts) that develop over time in any loyalty program. Of the six cohorts, three have huge potential to shape a loyalty program's success and make real change within the Engagement Loyalty Model.

Communications in these groups can drive engagement through redemption or increased sales. It can also identify customer position within a program and recognise your top performers.

When done well, the messaging and communications for these groups can ensure the longevity of a loyalty program, and even positively impact the customer as you talk to them.

Savers

These participants are 'points bankers'. They might be saving for a high value reward or might be disengaged and accumulating points without participating frequently in the program.

These are two different positions with similar outcomes. We want to deliver campaigns that encourage these customers to redeem their points and celebrate their success. We can create trophy value for their effort through the loyalty program.

If they have reward goals and a wish list of items, we can personalise the message by:

- highlighting that they can redeem that reward now
- telling them how far they are from earning the reward.

Capitalising on their drive for success, we can take the opportunity to reinforce the full program offer and benefits to the participant. This keeps the program's value and success measures front of mind.

The Savers group is likely to comprise your 'top customers' based on spend.

So additional messaging for this group could include exclusive offers, discounts or promotions that incentivise them to keep earning more.

Regular Earners

Active users who regularly redeem rewards and earn points are valuable to the program, as they're likely to continue engaging with the program over time.

These 'Regular Earner' customers consistently earn points, but their total points balance places them in a mid-tier compared with other program members. They frequently redeem points, not due to disengagement but due to their earn rates.

Customers in this cohort are 'growers' – the group with the highest opportunity value for points earning and, therefore, sales increases. There is potential to move them to higher annual purchases and up a customer tier financially.

Campaigns around success and potential earnings will help these members feel recognised and encourage them to strive for more.

Customised messaging could include personalised rewards or bonus points that encourage them to continue their loyalty. The faster you can help them achieve, the better your relationship with them will be over the long term.

On The Way Out

We know that not all customers and program members will be happy. Identifying that group of customers will help both the loyalty program and internal sales teams.

Customers in the On The Way Out group are usually reducing their spend and earning fewer points. There are several reasons why they're in this group. You might be losing them to a competitor. Or they might have redeemed all their points and are now disengaged.

It's time to win them back! Your advantage is that you already have a relationship with this customer.

Campaigns that highlight the program's benefits and provide an exclusive offer to help them build points back can influence them to stay in the program. It might cost some budget in additional bonus points, but it's worth it to retain these members.

The key to winning back loyalty program members is to provide value and show that you understand their needs. Provide personalised communication that addresses them and shows you understand their business and needs. Demonstrate that you see them as a business customer, not just a participant.

Communication Backed by Insights

Loyalty cohort messaging is a valuable tool for B2B loyalty program managers to increase engagement and retention among their customers. When this messaging is backed by data insights, it becomes even more powerful.

Focus on outcomes and speaking to individuals. Tailor your communications to the specific needs and behaviours of different customer segments. Most importantly, always *talk to the person*, not the brand, or treat them as an undefined program participant. Make it real and relevant with outcomes built for success ■





Your rewards program has just gone live – congratulations on your new (work) baby!

Over the last 12 months, you've worked tirelessly to build your reward program brand. There have been many milestones: your 100th participant to join, your 100th redemption, your first successful Christmas campaign...

Once the initial buzz has died down, the exponential growth seen from some customers in year 1 disappears. Of course, as with human babies, the 'terrible twos' can appear when you least expect it, but the key to the long-term success of a loyalty program is positive collaboration. After all, it takes a village to raise a child!

The First Year

Starting a new rewards program, or even making major changes to an existing one, is an exciting but challenging task. It requires a period of adjustment and experimentation. A program's first year is crucial in setting the stage for its success.

During this period, you'll create a new baseline and set assumptions about customer spend and targets you hope to achieve. You'll also introduce new criteria and exciting rewards that participants can earn.

The first year is when participants learn about the program, understand the criteria and get excited about the rewards they can earn.

But soon, the initial buzz of your new program wears off and the hard work of raising a healthy, sustainable program begins.

A Strategic and Team Based Approach

You need more than targets and rewards to create a successful rewards program. You need a strategic approach to engage customers and drive participation.

At 212F, we understand that engagement with clients is as important as sales teams in driving program success. The strategic alignment with our clients helps us design programs that encourage desired behaviour patterns critical to the program's success.

Avoiding the Terrible Two's

*Raising Your Reward Program
in its First Few Years*

Sean Brooks, Account Manager - 212F New Zealand

Ultimately, a program's success depends on collaboration. Nobody knows your customer base better than you do. We believe in working closely with you and your clients to develop strategies that will help avoid the 'terrible twos' of rewards programs.

What do we focus on?

- Creating a culture of engagement, excitement and empowerment.
- Making sure participants fully understand the criteria and the rewards they can earn.
- Giving participants the tools and resources they need to achieve their goals.

This will create a customer behaviour pattern that is sustainable, and drives ongoing engagement and participation well beyond the first year of a program's life.

The Baby's First Steps

Years 2 and 3 of a rewards program can be challenging. The excitement of program launch has dissipated, and the exponential growth seen in year 1 may have become the new baseline in years 2 and 3.

A shift in the share of wallet has occurred. Can you go larger or maintain your position? Can you target more customers? What comes next?

This is where positive collaboration comes in.

In any program, you need to keep elements fresh, motivational and engaging for participants. But you also need to adapt your program to support your business goals, which may have changed or evolved since the program started.

Our B2B program approach is built on regular program reinvention. We make sure your current business messages are being highlighted, while re-engaging your participants. But we don't do it alone. This work depends on collaboration with you.

I have personally been involved with several programs that have fired up and prospered into year 2, and are continuing to bear fruit into year 3 and beyond.

One program in the pastoral farming sector saw a 199% rise in redemptions and a 124% rise in unique participant redemptions in its second year! This success was due to a multi-pronged approach that fuelled initial excitement among new participants and revitalised engagement among existing participants. A very successful '1st Year Anniversary' promotion saw participants rewarded with an industry-relevant gift when they redeemed during the anniversary timeframe. And marketing collateral was altered to celebrate the anniversary. Their success was a team effort!

Data Analysis – the Baby's Essential Nutrients

The success of any rewards program depends on active participation, and engagement is essential for driving participation.

You must have a deep understanding of your participants' behaviour and motivation to engage with your program fully. The good news is that, with the right tools and data analysis, you can create a highly targeted and effective engagement strategy.

Data analysis – the core of this strategy – can help you identify and target the least engaged participants. Many businesses use tools like Power BI to analyse complex data and create participant behaviour profiles, which they use to target communications and engagement efforts.

By harvesting raw data from your program platform and using the program insights report, you can segment participants by their level of engagement and redemption activity. This gives you valuable insights into their behaviour and preferences.

For example, highly engaged, frequent redeemers can be great advocates for your program and provide valuable testimonials. On the other hand, less engaged participants may need a more targeted approach to re-engage them with the program.

You can then use this data to create highly targeted and personalised communications to successfully meet their preferences and get them more engaged. This is the key to a successful program!

Leveraging data analysis tools like Power BI, and using the insights gained to create targeted and effective engagement strategies, will help you:

- drive participation
- increase redemptions
- create a truly successful program that delivers real value to participants.

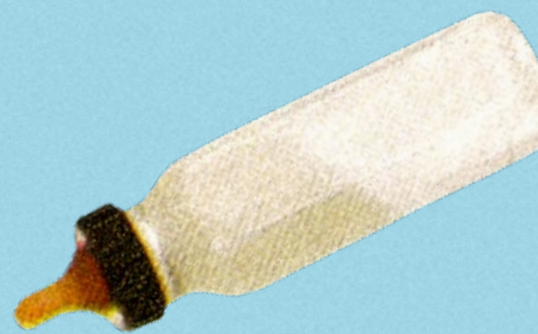
Conclusion

Like bringing a new baby into the world, launching a rewards program is both exciting and challenging. No matter how much expertise and knowledge you have, positive collaboration is essential. It takes a village to raise a happy, healthy and successful program.

Therefore, our collaboration with clients is crucial. We need to work closely with you to understand your business goals and values to ensure your program aligns with your needs and preferences.

Like co-parenting a newborn, we aim to create a program that's a holistic and engaging experience for participants. And, like a trusted midwife, our knowledgeable team is available throughout the process to guide you through these early stages.

Launching a rewards program requires hard work, dedication and a commitment to collaboration. Our team will use this approach to grow your rewards program into the industry leader you want it to be. Together, we'll ensure your program flourishes, like a happy and healthy child, and becomes a valuable asset for your business. ■





The Balancing Act: When Growth Isn't Everything

Alternative Program Designs for Achieving Business Objectives

Michelle Wearing, Account Director - Incremental

Sales growth is a wonderful thing! It's a met target, a measure of success and, usually, a happy management team. But it's not everything.

What happens in a climate where growth just isn't possible due to market forces like supply and stock issues or the recent price rises that have now normalised? A sales growth incentive program isn't fit for market in this situation.

But, luckily, there are plenty of other options. An incentive program designed to measure and reward growth isn't the only way to achieve great results.

The Objective, not the ROI

So, what program design can replace a growth incentive program?

Before you can consider this question, you need to identify the pain points in your business and establish your objectives. It's critical to focus on your objective rather than the return on investment (ROI).

Consider these questions:

- Are your customers disengaged?
- Do you need to re-establish, strengthen or maintain your relationship with your customers?
- Is product knowledge at an all-time low?
- If you have stock and supply issues, is it across all products or could you focus on products that you have in stock?
- Are there cross-selling opportunities across brands, ranges or even business divisions?
- Is your main objective to maintain current growth rather than achieve year-on-year growth?

Once you've answered these questions, you can base your program design on the outcome you want to achieve.

The best, but often overlooked, thing about an incentive or loyalty program is its flexibility – it can adapt to changing business needs. You can include elements that align with the evolving focus of the business and shift the program's focus accordingly.

Once a loyalty or incentive offer is established, the program should be viewed as a dynamic tool to support these changes. Here's an example of how this has worked successfully in the food industry.

Food for Thought in Challenging Times

After years of working with food service distributors and now having food service manufacturers as clients, I've seen the impact of COVID-19 and lockdowns on the hospitality and food service industry.

During this time, one client saw that a program with growth targets or target-based offers in an industry that had an 85% decline overnight was not fit for the market. We worked with this client to develop a program based around other objectives:

- to be the supplier of choice.
- to re-establish core product ranging post-COVID.
- to reward distributors for this.

Not only did this maintain their supplier–distributor relationship, the distributors acknowledged that this supplier understood the current climate. This resulted in a wealth of goodwill, and 64% of distributors met their criteria of maintaining monthly purchases.

At a time when distributors were rationalising their product range to reduce costs, this program ensured that our client's products remained top of mind.

Across every industry, supply issues are currently part of everyday trading and new product development is limited. In this environment, rewarding distributors or customers for purchasing product ranges that you have in stock can be a great way to maintain growth.

If you're running a perpetual program, a bonus points campaign on products in stock can also be effective.

Bundles, Add-ons and Upsells

If growth isn't possible in your market right now, could you reward customers for purchasing a product bundle? For example, instead of 'buy X, get Y', could you tweak your loyalty program to 'buy A + B, and get C'? This cross-sell approach can be highly effective.

Do you have accessories or add-on products that you could incentivise customers to purchase? For example, in the motor vehicle industry, if you have limited stock and it's hard to reward for sales, could you reward for upgrades, tints, service or other aftermarket sales?

The key is to think creatively about how you can incentivise customers to buy more. By providing added value and offering unique opportunities to upgrade a customer's purchase, you can increase revenue in challenging market conditions.

So don't give up hope. There are always opportunities to grow your business in different ways – even in the toughest of times!

Status – the Key to Success?

Is it possible to change behaviour by rewarding a group of customers for achieving a status level? Yes, it is!

In any industry where sales can be tracked, the inclusion of status points can be powerful. In most cases status points don't have actual dollars attached to them like reward points. So rather than earning rewards only for sales growth, customers can earn status points and achieve a target status level to unlock events or added benefits. This additional offer above the every day can be a game changer!

This type of program uses leaderboards to tap into participants' highly competitive nature. Once participants achieve a status level, they tend to change their behaviour to maintain it.

Changing the dialogue from achieving growth to rewarding targeted behaviours can help you achieve other objectives. For example, you could attach status points to:

- attending a networking event to maintain strong relationships with your customers.
- completing a learning or training module to enhance product knowledge.
- providing feedback by completing a survey.

These are all alternatives to rewarding growth and great ways to strengthen your relationship with customers – and not just the financial relationship!

Rewards Shake Up

Just as the pillars of your loyalty program design can change, so can the rewards you offer. To effectively match success with objective changes, you should review and adjust the reward elements in your program regularly.

Rewards once considered out of reach can be adjusted to lower levels and still achieve the desired benefits. Many successful programs have demonstrated success with this approach. While growth often demands more revenue, matching rewards with the desired outcome can still lead to success.

One example of such an approach is to shift rewards from travel incentives to merchandise. This simple change can reduce reward costs but still provide benefits; for example, achieving a lower sales target could still result in earning a desirable reward.

You could also leverage internal benefits, such as status changes, to offer better trade terms or delivery items. Even if a reward doesn't have a direct financial value, it can still be seen as a significant value proposition.

Being flexible and creative with your rewards can help ensure that your loyalty program delivers the desired outcomes.

The Power of Relationships

As I highlighted with the food industry and COVID-related changes, you shouldn't underestimate the power of goodwill and customer knowledge. In any industry, there are many ways to enhance B2B relationships and goodwill.

At Incremental, we're close to the people and decision-makers from SMEs to large buyers – the people behind the business. When we understand their challenges and adjust their programs when demand softens, we show them that we're all in it together.

Value the relationship with your customers above all else. Often, maintaining spend is as good as growth – you'll still maintain the greater share of wallet.

There's always an alternative!

If you have an established program or want to develop one, and rewarding growth isn't possible right now, there are many effective alternatives and solutions to try. This is true no matter what industry you're in. Just remember these tips:

- Identify your key objective and build the program around that.
- Keep it simple for time-poor participants.
- Make the reward attractive to your audience, which will, in turn, change behaviour.
- Maintain a strong relationship with your customers to reap the short- and long-term rewards! ■

The Collective Advantage

Finding Strategic Alignment in a Distributor Growth Program

*Matt Griffiths, General Manager
Sales & Marketing - 212F*



Incentive programs are often seen as budget expense lines. However, numerous research studies have shown that incentive and loyalty programs outperform far beyond the budget spend. This is especially true during market changes that affect demand and forecasted spend.

The benefits of incentive programs include price protection, not competing on price for deals, and strong brand relationships as you invest more in transactional deals with customers. The pillars of an incentive program also give you the flexibility to tackle any market challenge.

These benefits can give you the edge over competitors that don't have this option. Unfortunately, hesitant businesses are likely to see an incentive program as a cost to the business, with risks around funding rewards or management costs.

However, budget challenges are one reason why coalition or partner/alliance incentive programs exist.

The Challenge of B2B Coalition Programs

Coalition isn't a new model. In B2C loyalty programs, businesses often collaborate to offer rewards and benefits to customers. Consumers sign up for the program at a participating business and earn benefits by making purchases at any of the businesses. The number of points they earn per purchase depends on an individual business. The businesses all share operational costs and, in some cases, personal and transactional data.

In B2B, these coalition programs can be harder to implement, as partners usually want to target a business relationship, not necessarily a person. So the size of the business account and transactions becomes a focus, and the earn rates of reward value (i.e. points) have to be aligned. This way, a program offer can allow for variance in purchases from each business.

Another challenge is that if partners cross over industries, have different-sized participant databases or want to share data, there are different data-share requirements and policies to work through.

So, while the outcome of a B2B coalition program is similar to B2C, the setup for a program like this can be more complex.

Considering a Distributor Growth Program

The above example isn't the only B2B coalition model you can consider. There's a new powerhouse in coalition models – the **Distributor Growth Program**. For many manufacturers and suppliers, Distributor Growth Program is the ideal coalition program to join.

Distributor Growth Programs are strategic alliances between non-competing manufacturers' brands. The aim is for businesses to increase their sales growth by targeting distributors in their sales channels.

Distributors are key partners in many industries because they're the sales channel to the market. Traditional mechanisms for driving sales in these relationships include rebates, volume pricing rates and pure discounts.

As market conditions tighten, distributors have a big influence on trade, as their product range is pushed into the wider market. These alliances are perfect for fragmented markets where independent distributors make buying decisions.

Designing a Distributor Growth Program

A Distributor Growth Program is designed to increase sales engagement and collaboration between aligned manufacturers and partners. Design focuses on two critical elements:

Aligned sales messages

By coming together, brands can create new reasons for sales teams to engage with customers. The go-to sales message is more than just about products or repurchases/order taking. A strategic alliance allows sales collaboration, and this aligned message becomes about what these purchases can mean to the customer in terms of incentive benefits.

To enhance the sales message, a distributor growth program utilises a tailored proprietary sales planner tool that reaches over product sales, regions, sales reps and last year's sales performance. The planner helps the sales team provide a gap analysis of where a customer can shift their purchases to be similar to other customers in the market and create opportunities for themselves and their customers to achieve tokens.

Even more powerful is when the sales teams from different alliance brands come together, they can collaborate on a single customer's sales goal. If one brand doesn't look like it can help a customer achieve a growth target, the other sales teams can use the same sales planner to find the gaps and put a sales plan in place. They are pooling knowledge so a customer can earn rewards for growth and a share of wallet shift.

Power of 2 (shared costs)

Strategic alliances between non-competing brands enable them to share operating costs. Doing it alone and getting budget sign-off can take time. But when brands come together, they can share fixed program costs. This puts more focus on sales potential and less on program outlay.

For example, the food distribution industry has a long history of managing successful growth incentive programs. They mainly offer sales growth to distributors, as they have the purchasing power to buy more product ranges and offer them to 'out of home venues', like cafes and restaurants.

How It Works

So how does a Distributor Growth Program with strategically aligned partners work? This program brings together non-competing manufacturers in the same industry who have the same desired distributor customer base.

The main design elements of the program are growth target setting and self-funded rewards.

- Growth targets include reward value and partners' desired growth for the year. The base target rolls into an incremental growth target, which is where the real benefit lies because it funds the rewards.
- Self-funded rewards are crucial because they ensure the program is sustainable and that participants earn a reward or token for achieving a target. This achievement isn't capped – so the more growth and share of wallet shift that occurs, the more they earn. Businesses can target more, knowing that reward values are self-funded from the growth achieved.

Rewards in Distributor Growth Programs can start small or build up for a 'Wow!' effect. In the past, programs have included a wide range of merchandise bundles and industry-related rewards, such as:

- kitchen packages
- pallet jacks
- forklifts
- global luxury travel incentives for partners.

The power of these brand alliances is that, together, they increase the earning potential and reward options for distributors – so the actual reward mix can be anything!

Partners can truly maximise their benefits by expanding their focus beyond just one reward and instead exploring the advantages of reward bundles. These bundles are designed to align with the token and aim to facilitate program achievement. So sales teams can push not just the plasma, but the whole entertainment system bundle!

A Winning Formula

The design of a Distributor Growth Program ensures that benefits outweigh financial risk, which makes them ideal for hesitant businesses concerned about budget spend.

This program is a game-changer in fragmented markets where independent distributors make buying decisions. It offers flexibility and the opportunity to tackle market challenges, which gives partners a competitive advantage over businesses that don't have this option. The program can be a win-win for everyone involved! ■



Incremental Spend Over Target = More Tokens = Greater Growth



212F Event Strategy Model

Ensuring that outcomes determine the event – not the other way round!

Tanya Henneman, Operations Manager Australia - 212F Australia

The events industry has transformed significantly in recent years. Event audiences have higher expectations for well-planned, informative and engaging events. At the same time, brands are demanding a greater return on investment from their events.

So it's essential for us to understand how people engage with your events, your brand and each other – and help you future-proof your events and extract more value from them.

When we discuss business events with clients, the first question we always ask is, 'Why do you run this event?' The most common answer is, 'Because that's what we've always done.' Often, there's no clarity on the purpose of events, the annual event spend or how events contribute to their overall business objectives.

Simply maintaining the status quo of events year on year can hinder business progress, slow innovation and prevent growth opportunities. We've developed the **212F Event Strategy Model** to better align your events to your business objectives and audience needs, opening up a range of new opportunities and relationships for your business.

Reviewing Your Business Events

Our first priority when we work with clients on events is to 'find the WHY'. We do this by assessing their current events against a process that evaluates their effectiveness and suggests areas for improvement.

By understanding their 'why', our client can confidently go after new business opportunities, build stronger stakeholder relationships and position their brand for massive success.

You should review all your business events regularly, especially in the current economic climate, to:

- evaluate whether the event budget aligns with business plans
- ensure that content matches the intended audience
- target the most important attendees.

As your workforce demographics change, you must also re-evaluate your event content and itinerary so it continues to meet the needs of the audience.

These questions are similar to those we ask when designing B2B loyalty or reward programs. They are equally important when designing events, as they can help you establish your 'why'.

Our Event Strategy Model

We developed our Event Strategy Model to future-proof client events and deliver a high return on their investment. This model applies a series of event-specific attendee behaviours (called the **E-Series Behaviours**) to identify both current and desired event attendee outcomes.

By using the E-Series Behaviours, we can target the needs of a business by identifying their desired event attendee behaviours first and then designing the event itinerary and inclusions second. This ensures that desired outcome will determine the event, rather than the event determining the outcome.

Here's how the Event Strategy Model works:

Step 1: Event Portfolio Analysis

The first step in optimising your event portfolio is to assess your current events and categorise them into specific 'behaviours' using the E-Series list. The list includes up to six behaviours that can be applied to any event type, including educational, entertainment, networking or promotional. By categorising events in this way, we can better understand the overall makeup of the event portfolio and identify gaps or overlaps.

Step 2: Behaviour Modelling

After categorising the events, we assess them based on our most sought-after behaviours. This helps us identify which behaviours are most important to your business and which events are delivering the desired outcomes. By assigning up to six fundamental event behaviours to each event, we can compare your current outcomes with desired outcomes, either individually or collectively.

Step 3: Applied Learning

Based on your business or industry challenges and objectives, we identify the most fitting event behaviours for your event and use the insights gained from the model to reconstruct a new event or new event portfolio. Applying the insights gained from the previous steps ensures that events always align with business objectives, and provide a much better return on investment (ROI) and return on objective (ROO).

Overall, our Event Strategy Model puts your events through a thorough evaluation process to determine whether your current approach aligns with your business objectives or you need modifications to enhance their effectiveness.

A Case Study

As event managers have begun planning for 2023–24, we've been asking them questions to shift their thinking on new events. Here's one success story:

A tech client hired us to revamp their annual sales conference, which had become stale and unengaging. After conducting an Event Portfolio Analysis using the Event Strategy Model, we saw that the conference needed more excitement and engagement to attract and retain attendees.

212F proposed a new event strategy that included interactive workshops, keynote speakers and breakout sessions. The client put this into action, also incorporating a digital engagement platform where attendees connected with each other and participated in live polls and Q&A sessions.

A key element of the new event was a gamification component, where attendees participated in challenges and earned rewards for engaging with the event and its sponsors.

Another element was a 'Shark Tank'-style pitch competition, where attendees pitched business ideas to a panel of judges for a chance to win funding and mentorship.

The new event was a huge success, with attendance increasing by 30% on the previous year. The client received positive feedback from both attendees and sponsors. And, most importantly, they delivered an engaging and dynamic event that aligned with their business objectives.

The Power of "Why"

At the heart of our Event Strategy Model lies the practice of questioning the purpose of every event and ensuring alignment with business strategy. This requires you to always ask 'Why?' and ensure that every business event contributes to your overall business objectives.

The Event Strategy Model can help your business achieve its objectives by aligning your event outcomes with business goals to inform your event design. This creates more impactful and engaging experiences that drive results and long-term success.

The idea of changing a traditional event that's always worked for your company can seem daunting. But questioning the purpose behind this event and re-aligning it with your business strategy will help you and your event planners future-proof events, build stronger stakeholder relationships and position your brand for huge success ■

Did you know all 212F and Incremental Events are now carbon neutral? At no additional cost to you!

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Loyalty = Exchange of Human Values and \$ Values

Mark Farrell, Partnerships Director - 212F

Customer loyalty is the cornerstone of any business. This is especially true in a market where growth is becoming increasingly difficult – such as right now with high interest rates and other micro and macroeconomic headwinds.

Of course, acquiring new customers is essential for long-term stability. But who can you rely on to give you the business that keeps you in business?

- It's the contractor who hits his monthly target with you without fail. The one who has a personal relationship with your sales team or channel partner.
- It's the dealer who purchases your products even when the business down the street offers a slightly lower price. The one who has a set routine and is averse to change.
- It's the distributor who gives you their full share of wallet and enables you to meet and beat your own sales forecasts every month. The only distributor in the market with non-competing products for sale in your most profitable product category.

These are the loyal contractors, dealers and distributors (i.e. your customers) who help your business thrive. Unfortunately, they are also few and far between.

For more than 26 years, we've:

- helped companies ensure that these customers remain loyal
- identified and nurtured the next 'best' set of customers from our clients' databases.

Here are some insights we've gained from 26 years of delivering loyalty for B2B clients. These points demonstrate how you can bolster existing customer loyalty while encouraging new leads and prospects to join you.

Change Human Values with a Loyalty Program

No matter what pain point you currently face – such as the economy or a lack of differentiation in the market – an absence of loyalty is a problem that every manufacturer and distributor must address.

Loyalty is such a sought-after quality that you'd think it would be easy to find and cultivate in an industry like

yours – where you sell to (or through) the trade and/or resellers.

A seemingly simple reward these people for their loyalty. You might think, 'I'll get a rewards program. That will solve it! And why not? It's a tried and tested method.

But a rewards program isn't as simple as it sounds. At 212F, we know first-hand that driving behaviour change in B2B involves much more than putting out a message for customers to buy X product and get Y reward.

It's less about what you can give your customers and more about what you can be to your customers. A rewards program must work hard in this 'giving' area to really drive true loyalty, acquisition and, ultimately, significant sales growth across your customer group.

Perhaps part of the problem is the name. Let's call it a 'loyalty program', which includes rewards, as that's more accurate than a 'rewards program'. A reward is not going to create loyal customers for you, but a loyalty program will.

There's a big difference between providing something of value to your customers and just giving them something you think they'd like. To breed true loyalty, you must look at customers as opportunities to make long-time friends and treat them accordingly. As The Beatles quite rightly wrote: *'Can't buy me love!'*

Make Customers Fall In Love With You

Loyalty programs create an environment for love to blossom. The program provides the structure you need to obtain data, develop insights and act on them – and optimise your efforts across your whole customer database.

Your loyalty program structure allows you to develop 'friends'. Here are some questions to consider and tips for making it happen.

1 How can you add value to other businesses or clients personally?

In B2B, you can get to know your customers on a personal level, particularly if you have a sales force – and always if you have a loyalty program. Understand how you can move the relationship from a transaction to a partnership.

In turn, your customer will want to know: 'How can you add value to my business or me personally?' A targeted loyalty program is the most effective way for you to both add the value they're looking for and learn more about them on a personal level.

Here are some examples of how a program can work for you in this way:

2 How are your Customers Engaging with You?

How do you know what your customers want, need or desire? You can't be everything to everyone, but you can get close using our B2B Engagement Loyalty Model. Segment customers into 'persona groups' based on their loyalty program interactions, sales/purchase contribution and redemption behaviour.

In a loyalty program, there are six typical customer groups (personas). Target the different customer groups with offers and messages that are relevant, personalised, influential and demanding to be engaged with. It's as simple as this: be relevant and your customers will not only like you, but recommend you.

Find Out Who Your Friends Are

A B2B loyalty program has mechanics, rewards and features that tap into your customers' business and personal needs, wants and desires. So find out who your friends are, treat them how they want to be treated and send relevant information to them – and they will be loyal. This loyalty will drive share of wallet and attract new customers who are purchasing similar products from your competitors. ■

Meeting BUSINESS needs

- 1. Layers of commercial benefits:** Just as higher value customers get better purchase rates, loyalty programs provide layered access to tiered benefits, such as trade terms, delivery times, 'concierge' phone lines and other 'top tier' benefits you can add to drive loyalty via status.
- 2. Business rewards:** A customer earns value and you can attribute that value to enhance their business with tooling, local area marketing, signage, etc.
- 3. Sales planning linked to success:** Early adoption and buy-in from sales teams is essential. They can keep customers focused and help them achieve reward goals through sales planning and offers. The outcome is success for both parties.

Meeting PERSONAL needs & wants

- 1. Choice of rewards – small, big, growing:** Customers want to be rewarded quickly and well. So targeted rewards and freedom of reward choice are both key.
- 2. Experiences rule:** Build a community and develop personal relationships outside the workplace. Take customers and their partners away, even for a night.
- 3. Omni-channel:** Be where your customers are, whether on desktop or mobile. Make the program simple for time-poor participants. Convenience is a cornerstone of ongoing loyalty.



Showcase

Industry Segment: Trade

Sub-Category: Suppliers

Elevating Your Rewards for Long-Term Trade Customer Loyalty

Trade customers have many choices in front of them every day – from wholesaler groups to manufacturer/supplier products. Discounts, trade terms and rebates are all part of the commercial mix to encourage these customers to purchase through brands.

But while rebates are easy to achieve and execute, they don't encourage long-term loyalty. A rebate is more like a discount or end-of-year deduction than a reward that can change behaviour.

In a competitive market where you need to sway your suppliers, rewards are the way to go. But how do you build customer loyalty while flipping a rebate structure to rewards without negatively affecting your relationships? This showcase article will show you!

Flipping Rebates to Rewards

An incentive program can be designed to resolve common pain points in the trade industry and shift the focus away from rebates:

- **Primary pain point:** Create more avenues to increase sales growth. Use a program to bring all your product ranges and brands together, allowing customers to purchase from all the brands instead of just one.
- **Secondary pain point:** Streamline your rebate program and convert it into an engaging online rewards program. Allow customers to track their sales progress and redeem value for a range of rewards and benefits.

The main objective of this sales incentive approach is to focus on specific product ranges before releasing reward value. Focusing on a particular product range starts to shift customers' purchasing behaviour – creating a strong foundation to promote new products or ensure key product ranges are purchased, while encouraging customers to increase their overall sales.

To motivate customers to meet specific product targets, the program uses 'pending points' to 'lock' the reward value until the customer reaches the target. Then the program pivots to a loyalty rewards-based system, which rewards the tiered value of points and the customers overall spend for the remainder of the program.

This is aligned with the methodology of rebates but gives structure to the program and reward points on an ongoing basis rather than an end-of-year financial payment.

This targeted design ensures that the program benefits both brands and customers. By prioritising specific product lines, brands can ensure key products are sold. This creates a solid sales base without rewarding points, and the program can promote long-term reward goals from overall sales once program participants have hit key markers.

How a Reward Works

To create a financially viable program, we suggest using tiered rewards categories and structuring them like this:

A Tiered Approach

Tier 1 – (Base Criteria)

Product Category Targets

Determining a product category target or threshold allows you to promote certain products and keep a participant's points 'locked' until they reach the product target. When they hit the target, they move to tier 2 and unlock rewards.

The benefit is that you can create a buffer and not reward any awards until a participant meets criteria set by you.

Tier 2 – (Enhanced Criteria)

Sales Target

This is the 'level up' for engaged participants who have met the product category target (tier 1). Tier 2 opens up a pool of options. Participants can purchase across brands and have no limits on reward-earning opportunities. At this tier, they can redeem reward points at any time.

This tiered approach allows your business to determine a target where you know you're funding rewards only from the incremental sales made once the base target is met.

Now that you have the structure of a program, it's time for the critical part – keeping customers motivated. Here are some engagement strategies that work with the program.

Maximising Earning Potential

A reward platform should give all your customers a 'common meeting point' and as it builds allows you to include suppliers into the program. Knowing you have more eyes, suppliers join with confidence that there is a pool of businesses to directly promote offers to rather than being forced to market products via normal marketing initiatives.

The inclusion of suppliers also gives trade customers more choices to direct their purchases knowing they can earn more points through offers. For suppliers gaining direct channels to trade customers is gold and by funding these bonus campaigns, has the potential for product growth they may not have achieved.

Suppliers in the program participate by funding rewards based on:

- spend
- increased sales
- customers hitting their sales goals

They may also:

- run programs or product-based promotions
- advertise brands and products through program channels
- improve product knowledge via training courses in the program

Get the balance right and you'll ensure a win for the program brand, supplier and trade customer.

Program Engagement

Targeted communications are critical to a successful incentive program. You must ensure that your messaging:

- relates to a participant's program status
- creates a buy-reward-buy cycle that resolves industry pain points

The goal is to raise awareness of the program, and drive members to engage in behaviours that help them achieve both rewards and program objectives. The program's main objective is to keep customers engaged by emphasising the value proposition and the success metrics tailored to each individual customer.

To achieve engagement over the entire program, you can introduce new initiatives and bonus campaigns to award points or shift the focus to other product sales. For example:

- **Educational training and quizzes:** Add product information courses or quizzes for additional bonus points to spend on rewards
- **Product-based bonus campaigns:** Award bonus points for the purchase of selected product ranges at desired times of the year
- **Leaderboard promotions:** Rank and locate the best customers based on product sales and important criteria. Top placers can earn points or experiences

By creating loyalty among customers and motivating them to purchase wider range of your products over your competitors', your incentive program can streamline your rebate program, increase sales growth and maximise earning potential. Which is much more effective than just offering a rebate!



Purchase
eligible products



Achieve
category targets



Earn
rewards points
on eligible sales
& promos



Redeem
your points



Mind Games

The Science Behind Driving B2B Engagement and Loyalty

Ankit Singh, Marketing Executive - 212F

Do you regularly buy the latest iPhone or return to your favourite brand of sneakers, despite having alternatives that might perform better or cost less? This is the power of human psychology at play!

By understanding what motivates humans, from our thought processes to our deep-seated emotions, your business can gain a powerful edge in driving customer loyalty. In the world of B2B incentives, rewards and loyalty programs, successful companies are leveraging this knowledge to their advantage.

Human Psychology and B2B Programs

Organisations that want to improve their B2B loyalty, incentives, and rewards programs need to understand the influence of human psychology. By learning how different motivators shape human behaviour, they can develop loyalty programs that effectively engage and retain customers.

Whether it's the psychology of decision-making or how to leverage motivational triggers, grasping basic psychological principles can unlock the 'secret recipe' of successful B2B programs.

To enhance customer loyalty and foster lasting relationships, businesses must prioritise:

- learning about human psychology
- implementing these insights into loyalty programs at every stage.

Are you ready to master the art of persuasion? It's time to play some mind games!

Planning and Goal Setting

Planning and goal setting are essential in B2B loyalty program designs, as they provide clear direction and focus. Setting specific goals and objectives enables you to:

- measure your progress towards achieving them
- identify areas of improvement
- ensure you're on track to meet your targets.

It helps you create a clear roadmap for the program and align all efforts with a common goal.

But how do you ensure your program is aligned with the needs and desires of your customers? The answer lies in the five principles of Locke and Latham's Goal-Setting Theory.

This theory suggests that, when people set clear, challenging and committed goals that consider feedback and complexity, they're more likely to be motivated to achieve them.



Clarity

Your business objectives and, in our case, the objectives of a loyalty program must be clearly defined, specific and measurable. Instead of vague goals like 'increase customer loyalty', set specific goals such as 'increase customer participation in the loyalty program by 20% within the next six months'.



Challenge

You need to strike a balance between what's achievable and what's challenging. Set challenging but achievable goals, such as 'Your next reward is just two tokens away'. Break down the goal into smaller milestones to make it more achievable for customers.



Commitment

When your customers feel committed to achieving their goals, they're more likely to achieve them. Offer them tiered rewards and incentives for reaching their goals to keep them motivated.



Feedback

Customers need measurable and accurate updates on their progress towards their goals, such as point statements and reward goal tracking. Various programs use tracking graphs or leaderboards to display a customer's status. This measurable feedback gives customers a clear view of their program position and how close they are to achieving rewards, keeping them motivated and engaged.



Complexity

The more complex a goal, the less achievable it may be. When designing your loyalty program, consider the complexity required to achieve goals. Keep it simple. If you can't articulate a goal's success criteria as dot points, your customer might not understand what they have to do. You'll be fighting disengagement barriers before you even start!

Motivating and Engaging Customers in B2B Programs

Frame rewards as a loss to avoid

Imagine you're playing a game of 'Would You Rather?' with your B2B customers. You present them with two options: 'Would you rather get a 5% discount on your next purchase or avoid missing out on the opportunity to save 5%'



At first glance, these options look similar; however, the way they're presented can have a big impact on the customer's decision-making process.

This is where attribute-framing bias theory comes into play. This theory suggests that the way information is framed or presented can influence how people perceive it and make decisions.

In this image, the first option is presented as a gain, while the second option is framed as a potential loss. Studies show that **people are more likely to take action to avoid a loss** than pursue a gain.

You can use attribute-framing bias theory to motivate and engage customers by framing rewards or incentives as potential losses that customers can avoid. This will create a sense of urgency and encourage them to take action.

Allow customers to see progress

Progress tracking is a powerful motivator for customers to stay engaged with your loyalty program. With progress trackers, customers can see how far they've come and how much more they need to do to unlock rewards or reach a certain status.

Frame your communications to show customers that they might lose a great opportunity (e.g. 'Don't miss out on your chance to unlock a free flight! You're so close. Only 200 points to go. Act now to avoid losing this opportunity!') rather than negative statements (e.g. 'You need to earn 200 points to unlock a free flight!'). Customers will feel like they're making progress and be more likely to continue in the program.

Make customers feel appreciated

Your customers need to feel special and valued. Tailor your messages to highlight their loyalty status and show how much you appreciate their relationship with your brand. When customers feel recognised and appreciated, they're more likely to remain loyal and engaged with your program.

Leveraging Motivation Theory to Bring Customers Back

Obviously this is only the tip of the iceberg when it comes to theories of motivation. But the point is that understanding the psychology of motivation can give your business a

powerful edge in driving customer loyalty in B2B loyalty, incentives and reward programs.

From the planning and goal-setting phase to the in-program engagement and communications that the program and sales teams use, you can leverage goal-setting theory and attribute-framing bias theory to create loyalty programs that keep customers coming back.

Ultimately, motivation psychology in B2B loyalty, incentives and rewards programs is about playing mind games with your customers – in the best possible way, of course! By tapping into their desires, needs and emotions, you'll create a powerful incentive program that keeps them coming back for more.

But it's not about tricking them into doing what you want! It's about creating a genuine connection and understanding of what drives them to give them great value and obtain their loyalty – it's a two-way street.

So get ready to flex your psychological muscles and start playing some mind games with your customers. They'll thank you for it! ■

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How Digital Can Amplify Your B2B Loyalty Program

Brady Robson, Director - RO Digital



The online world continues to evolve, with new technologies and platforms launching all the time. ChatGPT is the latest shiny thing causing a buzz. This artificial intelligence chatbot is changing the way businesses ideate and create content. Was this article written by ChatGPT? No. But could you tell if it was?

2022 saw some big changes in Australia's digital landscape:

- TikTok surged to almost 30 hours of usage a month – 40% more time than users spent on Facebook, the second-place getter.
- BeReal – a French social media app – appeared to target authentic interactions for young people.
- Mastodon – free, open-source software for self-hosted social networking services – quickly stole millions of users from Twitter with a B2B skew, catering to disgruntled users after Elon Musk's buyout.

Digital often feels like a tinderbox waiting for the next spark. And this is by no accident. Technical developments are aligned with consumer appetite for quality experiences online.

In Australia, internet use is up to 96.2% of the population – a 250,000-user increase on 2022 (We Are Social, 2023). Additionally, 81% of Australians are active on social media and we spend more than 2 hours on it every day (up 5%).

But are businesses taking notice? How is your business taking advantage of digital to amplify your B2B program?

The Time for a Social Strategy is Now

Brands that produce and sell consumer-packaged goods work hard to wield influence and create a cutting edge brand presence online. But in B2B channels, the approach is often less defined.

Online channels can be just as effective in the B2B world as the B2C

world. If you know your audience, you can find and influence key decision makers in a commercially viable (and commercially addictive) way.

More often, people are turning to social media to be inspired and find like-minded communities. They enjoy engaging with people and brands that share their values and views. There's also an increasing 'discovery mindset' online. Influencers and communities are creating a currency of trust and apparent transparency. People are discovering new brands, products and ways to engage.

In fact, brand research on social media has never been more prevalent in Australia (up 7.3% year over year) and savvy brands can engage with these communities to build their own trust and influence change (We Are Social, 2023).

Ready to take Advantage of this Movement?

Here are some simple steps to develop a social strategy for your B2B loyalty program:

1. **Clearly define your business objective.** Consider what you want to achieve with your social media marketing. Awareness via reach and frequency? Awareness via video views? Consideration via traffic or a stronger conversion outcome?
 2. **Align on your target audience.** Develop key personas and identify where you can find these communities online (e.g. Facebook, Instagram, LinkedIn, TikTok, Twitter).
 3. **Develop a customer-centric content strategy.** Have conversations with your target audience and get to know them intimately. Discover their pain points and how you can help them.
 4. **Build out your content pillars.** Arrange the pain points and editorial plans into distinct pillars and align these to different personas or segments.
 5. **Create your content.** Leverage a range of formats to create variety (e.g. video, static imagery, articles). Utilise respected influencers in your field to humanise content and create authenticity.
 6. **Align your content strategy with your loyalty program.** This should be a key content pillar and important digital objective. More on that below...
 7. **Develop your distribution plans.** Decide which content will be paid versus organic; which will appear on the timeline or run as a dark post; and how much you'll invest.
- You'll get the best social media outcomes from content that's highly valuable at an almost individual level. Personalisation is a key lever for a positive customer experience – something that's becoming increasingly important for brands.

Customer Experience – A Modern Differentiator

According to PwC Australia, Millennials and Gen Z will make up 75% of the workforce by 2025. These digital natives grew up with the internet and lived through the proliferation of mobile technologies (PwC Australia, n.d.).

As these cohorts move into leadership positions, the way businesses make decisions will change. Online systems and customer experience will be a key battleground for growth.

In fact, it's already happening! Last year, Gartner reported that 86% of B2B customers expect companies to be knowledgeable about their personal information during service interactions (Gartner, 2022).

To create brand presence in online B2B channels, you need robust personalisation. Leverage addressable, first-party data wherever possible and utilise analytical tools to understand each user at an individual level.

This might sound like a lot of money and effort, but a well-considered and well-executed loyalty program delivers all this naturally.

Using Loyalty Data to Power Digital Performance

Loyalty programs rely on data and personalised experiences to encourage customers to redeem rewards, which in turn fosters loyalty. You probably know the participant's name, business, reward preferences and more – but are you truly making the most of that data?

You have opportunities to utilise your program data beyond the in-house media assets that you own. You can export and deploy your database within all major social media channels to support your go-to-market communications.

You can communicate program updates, new prize offers, bonus points opportunities and more via email as well as in-platform prompts or push notifications.

But there's no time to waste. With almost the entire population now participating in digital and with social media use on the rise, you need a multi-channel approach to get your message out there — in a format your B2B customers appreciate.

Creating Context & Behavioural Change

You'll be able to craft the most contextually relevant experiences by diving deep into your program data. Success will depend on how you segment your database and how in-depth your pixel or tagging infrastructure is on your platform.

From a segmentation perspective, points are the strongest opportunity:

- Segment participants based on points total. Offer different prize messages based on actual points totals – the most popular reward item from each category, new rewards that you know they can afford or motivational rewards just out of their reach.
- Segment participants based on points use. Offer different messages to participants who have burned points recently, compared with those who are hoarding points or have none at all.
- Develop models to understand the potential of points. Segment participants based on turnover, number of sites and staff. Create social communications based on potential and focus effort on the biggest possible upside.
- Segment participants based on their customer lifecycle stage. Points strongly correlate with engagement and can help identify churn. Win-back messages or loyalty acknowledgement can also be used in a contextual way.

All these points-based data levers are opportunities to create content for social media newsfeeds that's relevant (because it's personal) and, therefore,

valuable to participants. These levers can amplify your traditional communications and offer new opportunities for your customers to engage with your program.

More importantly, an effective, personalised social strategy can encourage reward redemption, which is what these programs are all about and where true loyalty can be found.

Digital as an Acquisition Driver

Earlier I discussed the most common objectives or reasons why brands engage in digital marketing. Database acquisition – or a more commercially focused lead generation campaign – is the most common goal for B2B initiatives.

Acquisition strategies can be complex to execute, as they require effective targeting, catchy creative, great messaging and a wonderful ‘hook’ – the reason to sign up.

That final piece of the puzzle – the hook or reason why – can be the hardest to define. Businesses often provide premium content, such as infographics, reports, the chance to win highly appealing prizes and even instant rewards – but it’s not always appreciated by the target audience. However, loyalty programs create the ‘why’ naturally.

A customer’s answer to ‘why’ is ‘the opportunity to earn points and be rewarded’. This message needs to be communicated effectively, as it can be a key sign-up driver.

As with all digital marketing, publishing contextually relevant experiences on your audience’s newsfeeds, search engines and whatever technology they’re using is the secret sauce for success. Give them content that’s relevant, exciting, and privy to their mindset.

Unlike existing loyalty members, first-party data is hard to come by, so you need to create context in different ways:



- Create context with video views. Share a strong video about the program. Lean into human-led narration to make it authentic and send the video to potential members. If someone views 75% of the video, they are probably interested and should be focused on. This prevents wasted spend.
- Create context with search intent – targeted advertising can elevate your brand as well as program. Bid on relevant contextual keywords. These steps can ensure that the program is placed in front of the right people – those who are already looking for what you can offer.
- Create context with their online activity. Do you have their email address? What do their email open rates look like? Who spends the most time browsing the site? Paying attention to these stats can make a difference when you’re creating acquisition strategies and targeting.

Conclusion

The online world is continuing to evolve and so should businesses and their digital efforts.

By leveraging customer data, defining high-value segments and creating contextually relevant customer journeys that celebrate your loyalty program – you’ve got a great chance of making your program members happier and your program even more effective. ■



Brady is the Director of RO Digital, a growth focused digital agency based in Sydney. RO Digital is all about returns. Return On Investment, Return On Ad Spend or simply a Return On your business objectives.

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My Data & Analytics Journey with 212F

The secret ingredients to cooking up a loyalty, incentive, and reward program that sizzles!

Sian Jensen-Jones, Account Manager - 212F New Zealand

Just as sales data is the heart of any loyalty program, reporting and analytics are the brain. Data and analytics are like the secret sauce in a loyalty, incentive and reward program – they add that extra zing that keeps customers coming back for more!

These invaluable tools give businesses insights into customer behaviour and preferences, which allows them to tailor programs to meet each customer's unique needs.

As technology advances, loyalty programs will have even more integrated data-driven insights, resulting in more engaging and rewarding programs. So we're in for an exciting ride, as loyalty programs become smarter, more personalised and more effective at driving revenue growth.

My First Steps into Data Insights

At 212F, we strive to disrupt the status quo – for ourselves as well as our clients. We're always exploring new ways to deliver superior loyalty programs and drive customer engagement.

When I first started working with 212F, data analytics and insights were all far from my mind. But as I used more evolved tools, and worked with partners to segment and build data for program engagement, my interest in this area grew.

However, the real turning point came when I saw the outcomes we could gain from these insights. While program reports often showed us historical views or financial liability, data insights provided a full view of a loyalty program, including key drivers. It gave us the ability to define future-leading actions.

It was truly eye-opening to see how much information we could get and how we could use it to improve our program.



Creating the Program Insights Dashboard

A few years ago, we partnered with Decisive, an Auckland-based company, to develop a Program Insights Dashboard using Power BI to maximise our data and analytics capabilities. The dashboard utilised a data warehouse to provide a comprehensive historical view of the loyalty program.

We piloted this project with an electrical loyalty rewards program, as we dealt with a large amount of data in this program. First we engaged the client to understand their preferred insights. Decisive then merged these insights with our strategic planning to create one of our most invaluable assets.

Drilling Down to the Details

The Program Insights Dashboard is easy to use – you don't need to be an analytical genius to understand it. It's like a well-organised spice rack for your marketing analytics.

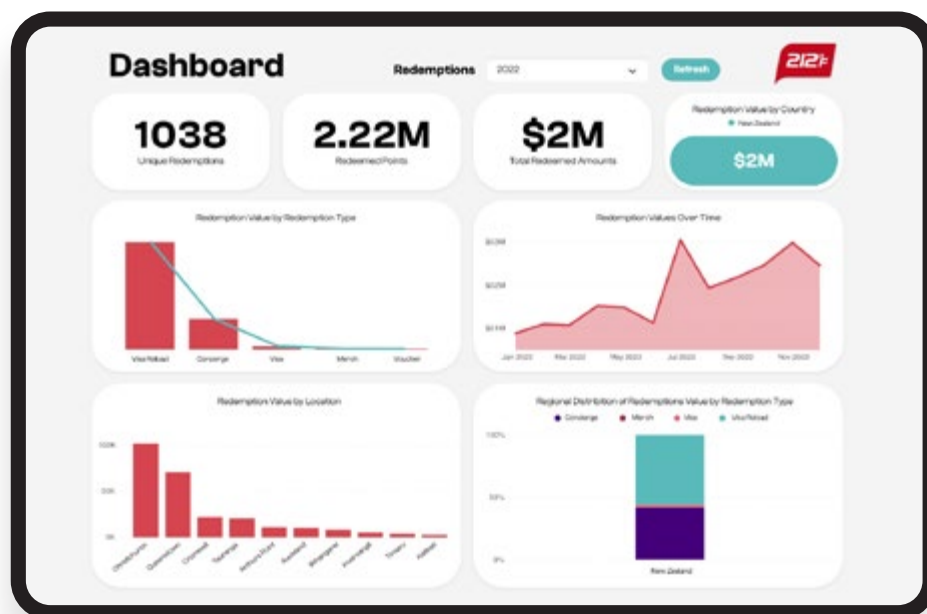
As an Account Manager, I've found that having data that's easy to understand has encouraged me to be more involved with the program and with the client.

When we first met with the client about this project, they told us their focus was their top 20% of customers. They wanted to see how we could influence, grow and engage these participants.

The Program Insights Dashboard gave us 'easy on the eye' graphs that allowed us to drill down into specific segments with one click. So we quickly identified our client's top 20% of program customers and analysed their behaviour around earning, spending and engagement in the program.

Enhanced Capabilities = More Engagement = More Revenue!

When we looked into these top customers, we found that they were generally highly engaged (a key measure of success and great insights!). But we also found a percentage of customers who needed a more personalised approach to get them engaged with the program.



From an account management perspective, being able to identify these groups and tailor communications based on their engagement level is extremely helpful for moving participants in the right direction. It also shows us when and where we need to adapt our approach to get these participants to the sweet spot.

The clear benefit of having live access to detailed, yet easy-to-understand, data means that I'm working on program actions to change customer behaviours rather than building countless reports.

Insight reports are critical to loyalty-aligned programs, as customers earn points through sales and additional bonus campaigns. In these 'always-on' programs, reporting insights build year on year. We can create a profile of customers, understand program success measures and form views about seasonality and peak engagement.

However, incentive and target programs also benefit from insights reports, particularly when it comes to tracking the progress of all participants towards sales targets.

The ability to isolate customers who are close to achieving a target gives us invaluable information that we can share with sales teams to help them drive customers to achieve targets and rewards!

What the Future Looks Like

The future of analytics and strategy has changed my role and the management of the incentive and loyalty programs I run.

Having deep insight into data is imperative for the success and growth of a program – and having easy-to-understand data at your fingertips is like a pot of gold! The true gift of data insights is when you can identify where successes are occurring and improvements can be made, and measuring and tracking this over time to see what works. This has been a great talking point when I meet with clients and it keeps them more engaged with us too.

Having access to simplified yet granular data will continue to set our programs apart in the future. Whether a rewards program is new or old, insights are extremely useful for pointing the compass in the right direction. Tracking, testing, reviewing and measuring success assists us to help our clients and participants value the program they belong to.

By offering enhanced data insights, we're not just stirring the pot – we're cooking up a storm! The future of loyalty programs is looking more delicious than ever before. ■



Stay Ahead of the Pack: The Evolution of Customer Rewards and Expectations

Are you keeping up with changing reward trends and expectations?

Melissa Ghaly, Senior Marketing and Procurement Specialist - Incremental

During my time at Incremental, I've seen big changes in both how our B2B clients reward their customers and the reward expectations of those customers.

In our first Issue of Engage Magazine, we discussed the best types of incentive reward and how to choose the right type to secure customer engagement throughout your program. In this issue, I'll look at how rewarding has changed over the last few years, from both a business and customer perspective.

Can You Keep Up with the Pace?

In today's fast-moving consumer goods market, companies like Amazon have revolutionised the delivery experience by offering next-day and even same-day delivery on their products. Unfortunately, this has created unrealistic expectations about reward delivery timeframes.

To tackle this expectation, your rewards program needs very clear and transparent fulfilment deadlines. This means being realistic about what your timelines are.

Consider all the steps in the process – from when you receive a claim to when you deliver or email the reward to the customer. Also determine what aspects of the process are non-negotiable and where you can compromise to create the smoothest customer experience.

The Rise of Digital Gift Cards

As the digital age progresses, customers are more inclined to choose a digital gift card over a physical reward. A major reason is instant gratification. People are often time poor and don't want to wait weeks for a physical product when they can receive a digital gift card in minutes and buy whatever they like.

However, when creating an incentive program, you must carefully consider the types of rewards you offer participants to incentivise consumer behaviour. You usually have two options:

- **Rebates:** returning a portion of the purchase price to the customer after they've made a purchase.
- **Rewards:** offering something of value to the customer to incentivise a specific action, such as making a purchase or hitting a sales target.

While both can be effective, rewards have several advantages over rebates. One is that rewards are often more tangible, so the participant feels like they earned the reward. This gives them a sense of pride and accomplishment that rebates don't, as rebates often feel like a simple refund.

Additionally, rewards often have a trophy value, meaning the participant can display it as a symbol of accomplishment!



This gives them a lasting reminder of both their achievement and brand recognition. In contrast, rebates are usually a one-time transaction and don't have lasting value beyond the refunded amount.

So which group do digital cards fall into? While they're convenient for brands, digital cards are more like rebates than rewards. While they offer value, they lack the tangibility and trophy value of physical rewards.

So you should consider the decision to offer digital gift cards carefully. Prioritise incentives that will influence consumer behaviour and create a lasting impression on your target audience.

Merchandise – The Tried and Tested Physical Reward

Expectancy theory is a popular psychological theory that suggests that people are motivated by the belief that their effort will lead to a desired outcome or reward. This supports the effectiveness of physical rewards.

Physical rewards are a tangible representation of a participant's desired outcome and reinforce the connection between effort and reward. This creates more expectancy, which can increase their motivation, effort, and, ultimately, performance.

In terms of physical rewards, merchandise always has been and always will be the tried and tested component of any rewards program. Merchandise rewards take a bit longer to receive, but they provide something tangible, which gives it a trophy value.

Also, merchandise rewards are flexible, so you can tailor them to fit any budget. This makes them accessible for businesses of all sizes.

The Impact of Reward Bundles

Most businesses think the best way to reward customers with products and merchandise is to saturate them with the latest and greatest reward to hit the market. But, in my time at Incremental, I've seen a change in how people view rewards and what really excites them.

Generally, when we create a pool of rewards, we analyse our client's customer demographics and stay within those boundaries. But what we do differently is create value bundles. Basically, we set a reward price and group various items into the bundle cost.

This is something all businesses should consider. For example, if your cost is \$500 or \$1000 per bundle, what items can you group together that will match the program's value and drive customer excitement? You might decide to create a Tech Bundle with an iPhone, AirPods and an Apple Watch.

But there's more to it than just bundling the items. We package them together beautifully with a congratulatory letter from the program and branding to create recall and excitement. The impact when the package arrives and they open it is something digital just can't achieve.

An email with a digital card is just an email – no matter how pretty the banner is!

Recently, there's been a big shift towards exciting customers with bundled rewards for many reasons. Firstly, they help encourage loyalty to the program. Secondly, from a customer's perspective, the rewards have more perceived value. The greater the perception of value, the more valued and appreciated the customer feels.

As your program evolves, so will your reward mix – and sometimes a simple physical reward is the best choice. The excitement of opening a physical gift that arrives at your doorstep can't be beaten! Just remember that you won't get this impact from a digital reward card that will end up in the recycling bin within 24 hours.

Staying Ahead of the Pack

Keeping pace with the latest reward trends is like being on a treadmill – you've got to keep moving to stay ahead of the pack. It's all about finding the 'rewards sweet spot' that keeps customers coming back for more. Your rewards need to change behaviour and customer mindset.

Digital gift cards might be 'e-gifting' the game, but the tried and true physical rewards still have great appeal. If you decide to bundle up your rewards program, remember that a little creativity can go a long way. Think outside the box and whip up a reward concoction that will have your customers saying 'That's amazing!' when it arrives at their door. Because, when it comes to loyalty, a little appreciation can have a lasting effect.

No matter how you choose to reward your customers, the ultimate goal is to engage them in the program, create customer loyalty and encourage constructive feedback that's followed by action so you can keep providing the best possible program. ■





Beyond the Glitz and Glamour

*Why Memorable Event
Experiences Matter for
Your Business*

Amie Spangenberg, Account Manager - 212F Australia

We all have that one birthday, wedding or Christmas work party that we remember in more detail than others. What have been the most memorable occasions in your life? What made them memorable?

These are some of my most memorable events that I have held for guests and customers:

- having John Travolta walk down the stairs to the song 'Come Fly With Me' for a frequent flyer dinner
- building a stage on water in Hawaii, and watching two of the original Beach Boys perform there
- watching a parade with a full brass band and camel caravan travel through the streets of an Indian village, and the villagers coming out to celebrate
- kayaking in a glacier lake in the Andes at sunrise
- driving a Ferrari around the Ferrari test track in Italy.

For me, what made these events more memorable than others was the feedback I got from guest and customers.

I get a great sense of pride when I get positive feedback about the event at the event itself. One guest told me he would never have imagined jamming away to the Beach Boys on a beach in Hawaii. As he walked up the stairs to have dinner in a palace, he said: 'Amie, how are we going to top this next year? This has been the best one so far!'

While dining under the stars in Chile's oldest vineyard with a full string quartet, another guest noted: 'This was better than my wedding.'

A VIP guest told me: 'Amie, you've surprised me and my customers every day of this incentive. These moments will stay with me for life.'

Getting this amazing feedback reminds me why we do all this: memorable events have the power to bring people together, create life-long memories and leave a lasting impact.

Positive Outcomes for Business

Creating memorable experiences is about building an environment that fosters engagement, excitement and connection.

But exactly how can memorable events help you build long-lasting customer relationships and drive success for your business?

Here are some potential positive outcomes of providing memorable experiences for customers:

- **Increased customer loyalty and customer retention rates.** They're more likely to return to your business.
- **A positive brand perception among customers.** They're more likely to view your business positively, leading to more word-of-mouth marketing and brand advocacy.
- **Increased revenue for your business.** Customers are more likely to overachieve to ensure they're part of the next experience, increasing your sales and revenue.
- **An emotional connection between customers and your business.** Customers are more likely to be loyal, make repeat purchases and recommend your business to others.
- **Differentiation of your business from competitors.** In a competitive marketplace, customers are more likely to choose your business over others.

Key Elements

The best feedback you can get after an event is 'I can't wait for next year. I'll do whatever I can to be here again!' This means you've provided an experience they'll always remember and talk about within the business – and potentially to wider customers or partners.

I personally consider these key elements when I'm creating memorable event experiences:

'Money can't buy' experiences

Offer unique experiences that attendees may not have encountered before or had access to. This novelty can make an event more memorable because it creates a stronger impression in the brain. And 'money can't buy' doesn't have to mean expensive! They can be simple inclusions and experiences that the customer could never replicate themselves.

Emotionally charged experiences

Create events with a little mystery and anticipation to create an emotional response in attendees, such as excitement, anticipation or joy. They're more likely to remember these for years.

Multisensory experiences

Create events that engage multiple senses – such as taste, smell and touch – to provide an immersive experience that they're more likely to remember. Incorporate as many sensory experiences as possible.

Social interaction

Ensure your event program includes opportunities to connect with your customers in a social setting that builds new relationships and strengthens existing ones.

Outcomes, not Cost

It's easy to get excited by all the glitz and glamour when you're planning memorable moments for an event. And that's OK! If those ideas come with a higher price tag, don't let that deter you. If an experience will elevate your event, do it, as it will benefit your brand and customers.

If you do have a small budget, little touches can make the biggest impressions. But it's always a good idea to put some budget aside for experiences that surprise and delight customers.

If the CFO questions the cost, you can easily show them how you're building and maintaining long-lasting relationships if you've designed experiences with both customers in mind and the outcomes you're targeting.

Investing in memorable event experiences will help you sustain relationships with customers and drive business success. Be the brand that customers talk about with their network and make their mates jealous! ■

Build customer relationships, drive revenue and differentiate your business from the competition.



Winning Hearts & Minds!

How CSR Programs are Revolutionising Corporate Incentive Trips

Jo Strachan, Director of Travel & Events - 212F Australia



Sustainability is no longer just a buzzword. Most companies now have policies and statements to address their sustainability plans. And our area of travel incentives, events and conferences is no different.

According to the Incentive Research Foundations' 2023 Social Responsibility & Sustainability Report¹, almost 80% of clients now demand sustainable options for meetings, events, incentive travel venues and transport. Additionally, 40% of clients want environmental sustainability and Corporate Social Responsibility (CSR) activities as part of their travel programs.

This indicates a clear shift by clients towards conscious decision-making. Let's look at some options for including CSR activities in your program.

Starting with Corporate Social Responsibility

Designing a sustainable event involves more than looking at the offset calculations. It involves designing experiences that deliver memorable moments that can also balance carbon emissions without paying the offset.

CSR activities encourage responsible and ethical travel practices that minimise the environmental impact of travel, while also benefiting local communities. By incorporating CSR activities into travel programs, we help clients reduce their carbon emission to create a more sustainable event.

Not only do CSR activities help create a more sustainable program, you can use the CSR travel programs to achieve internal company sustainability goals, enhance your brand reputation and attract socially conscious customers.

Perceptions are changing, and delegates are often looking for intrinsic value as well as the WOW. Being able to mix both elements into an event is key. Creating memorable experiences like a helicopter transfer and the opportunity to give back to the local community they have visited, now go hand in hand. CSR travel incentives create a unique and meaningful experience for participants by fostering a sense of purpose and fulfilment, and enabling them to give back.

For companies, these activities can also:

- provide opportunities for team building and leadership development, which can increase employee productivity and collaboration
- improve a company's reputation and brand image by demonstrating a commitment to social responsibility
- increase brand loyalty
- attract new business and talent
- help a company differentiate from its competitors and position itself as a leader in its industry.

CSR Travel Incentive Options

Here are some of my favourites to explore when you're considering CSR travel incentives:

Eco-Adventures and Cultural Experiences:

Showcase the destination's natural beauty and local cultures while supporting conservation efforts.

For example, walking through a national park, such as Kakadu, to learn about the local ecosystem and culture.

Volunteering Opportunities:

Allow participants to make a positive impact on the destination by participating in volunteer projects.

For example, visiting a local boarding school in Fiji to build beds or paint rooms, or building bikes and donating them to a school.

Sustainable Accommodation:

Prioritise sustainability and environmental responsibility by offering eco-friendly hotels or lodge options.

For example, staying in a luxury eco-lodge that uses renewable energy sources and supports local conservation efforts.

Sustainable Travel Activities:

Choose low-carbon transportation options, support local businesses and visit wildlife sanctuaries or conservation projects.

For example, using transport other than coaches when touring a city, such as public transport, or riding bikes to explore the local area and supporting locally-owned restaurants that serve sustainable food options.

Itinerary Planning with Sustainability in Mind:

Choose eco-friendly transport, visit natural or cultural heritage sites, reduce plastic waste, choose sustainable activities, give back to the local community and pack sustainably.

For example, combining all the above options by riding a bike to visit a heritage site that supports responsible tourism, and choosing sustainable souvenirs made from locally-sourced materials.

KoruGreen Initiative

At 212F, our clients are always shocked at how we can incorporate carbon neutrality and still deliver lifetime experiences. The answer is our KoruGreen initiative, which makes all travel incentives, conferences and events net zero at no cost to our clients.

This initiative ensures that we never compromise the 'Wow!' factors of a client's travel incentive, or their budget, to achieve sustainability goals. We do this by paying the carbon offset on behalf of clients on all travel incentives and conferences to make them carbon neutral.

Here's one example where we provided once-in-a-lifetime experience while prioritising sustainability – a CSR travel program to Cambodia that we managed for an IT client.

During our visit to Cambodia, our client witnessed firsthand the power of CSR and how it can make a significant difference to a community's wellbeing.

We visited a remote school where the lack of clean, running water was a significant challenge. The teachers had to travel long distances each day to fetch water for the children, carrying it on their backs or heads. This arduous task took a toll on their time and energy, making it difficult to focus on teaching. We knew we had to act and suggested a CSR activity to our client.

We advised our client to donate funds to install a freshwater pump in the school, providing clean water for the children and teachers. Watching the installation process during our visit was an exciting and fulfilling moment for us. We knew this initiative would significantly impact the community's health and wellbeing, making a positive change that would last a lifetime.

But that wasn't all. We also encouraged trip guests to bring stationery, books and sporting equipment to donate to the children. The joy they experienced while talking to and playing with the children, and sharing the gifts with them, was immeasurable.

The kids were also treated to a delicious lunch of fried chicken and chocolate milk, and their smiling faces were priceless. The guests were shocked and overwhelmed with emotion to see some children save their food to take home and share with their families.

This CSR activity was just one part of the incentive trip to Cambodia, which included cultural tours to historical sites, temples and museums. It was a fantastic opportunity for the group to immerse themselves in the rich Cambodian culture, try local cuisine and experience the country's vibrant history. They also interacted with locals and learned more about their way of life.

The trip was a resounding success, and the experience had a positive impact

on the team's bonding, personal growth and appreciation of social responsibility. Our clients were committed to having a positive impact on society and the environment, and we were proud to be part of it.

Contributing to a Sustainable Future

CSR travel programs have become increasingly popular, but they're only one aspect of a broader sustainability initiative.

Sustainable travel involves conscious decision-making that considers the impact of human activities on the environment and local communities. It requires a comprehensive approach that includes:

- reducing carbon footprint
- choosing eco-friendly transport options
- supporting local businesses and communities
- selecting sustainable accommodation
- participating in conservation efforts
- promoting cultural awareness
- respecting local traditions.

Individuals and corporations can contribute to a more sustainable future by embracing sustainable travel practices. Integrating a CSR program into your incentive or conference is an excellent starting point. Not only does it show your commitment to sustainability, it provides opportunities to create a meaningful impact.

By participating in a CSR activity, attendees can make a tangible difference to a local community and contribute to a more sustainable future. Additionally, the emotional connection and sense of purpose that comes with giving back can leave a lasting impression on attendees, leading to more loyalty for your business ■

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KoruGreen, 1 Year On

Progress on our sustainability initiative and its goals

Last year, companies in the 212F Group – 212F and Incremental becoming completely carbon neutral across all programs by 2030.

Our sustainability initiative, KoruGreen, kicked off this journey by making our travel incentives, conferences and events carbon neutral at no cost to our clients. We also launched the KoruGreen Calculator – a first in the events, loyalty and incentives industry – to estimate greenhouse gas emissions and identify where to focus reduction activities.

We took complete responsibility for unavoidable emissions at zero cost to our clients by investing in projects that reduce emissions via the United Nations Climate Change (n.d.). Additionally, we have provided clients with clear guidance on reducing emissions and sustainability reports that outline our sustainability initiatives.

So how are we going so far? Let's look at our progress after one year.

Progress Snapshot of KoruGreen

Over the last year, we've made positive strides towards sustainability through our KoruGreen initiative.

We are proud to report that we have offset **1361.72 tonnes of carbon dioxide equivalent (CO₂eq)** from group event programs delivered domestically and internationally between April 2022 and March 2023.

But what does this actually mean?

If you're not a sustainability expert, this tonnage total may be hard to visualise. Here are some tangible equivalents:

1362 return flights for a couple travelling from Melbourne to Perth

8,172,000 KM in a diesel car

165,677,766 smartphones charged

We are proud to report that we have offset 1361.72 tonnes of CO₂eq which is equivalent to:

1362

Melbourne to Perth return flights

8M+

km in a diesel car

165M+

smartphones charged

This massive achievement is only the start of our commitment to sustainability and our determination to make a positive impact on the planet. We know that true sustainability requires a comprehensive approach that goes beyond offering carbon-neutral programs to our customers.



It demands that we consider every aspect of our business's environmental, social and economic impact, including our internal operations.

While we realise it may be challenging to eliminate every environmental impact of our business, we're taking important steps towards sustainability by creating a culture that fosters nature. For example, we give our employees Volunteer Time Off so they can give back to the community. We also conduct internal audits across our operations to take direct actions, such as discouraging printing and implementing efficient office lighting. These actions not only reduce our environmental footprint, but they instil a culture of sustainability within our organisation.

Future Plans

As we reflect on our inaugural year of the KoruGreen initiative, we're immensely proud of the positive strides we've made towards a more sustainable future. Our commitment to offsetting around 1400 tonnes of CO₂e at no additional cost to our clients and reducing emissions through internal operations has yielded impressive results.

But this is just the beginning. Paying for unavoidable emissions is only one aspect of our plans for KoruGreen. We will continue to find ways to reduce carbon emissions in our events and travel incentive programs by planning for carbon-neutral activities.

Some of our achievements in this area have included:

- **Eco-friendly transportation:** We have provided electric vehicles, e-scooters or bicycles as options for hotel guests. This has reduced carbon emissions associated with transportation.
- **Sustainable accommodations:** We have chosen accommodation options with eco-friendly practices like reduced water usage, waste management and energy-saving practices. This has further reduced carbon emissions associated with accommodation.
- **Locally sourced food and eco-friendly cleaning products:** We have actively opted for locally sourced food menus and used eco-friendly cleaning products. This has further reduced the carbon footprint of our clients' programs.

- **CSR Programs:** As part of our commitment to giving back to the communities we operate in, we have created a very unique CSR Project for one of our incentive groups in New York. Our 'BBQ in the Bronx' concept provides local kids and their families the opportunity to experience a classic Kiwi/ Aussie BBQ. We have teamed up with the NYPD and the New York Yankees to ensure we are creating the best local event possible, but provided by an international group

The overwhelmingly positive response from our clients and suppliers inspires us to continue our pledge to operate responsibly and take action on our climate impact.

With international travel, events and conferences set to increase in 2023 and beyond, our sustainability efforts are more critical than ever. As sustainability is new in our industry, we are dedicated to learning more and improving our efforts to reduce carbon emissions. Moving forward, we will continue to invest in innovative solutions to minimise our environmental impact and pay offsets where necessary, all at zero cost to our clients.

Our commitment to sustainability remains steadfast as we strive towards a greener and more sustainable future. ■

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ASPIRATIONAL TRAVEL DESTINATIONS, STUNNING EVENTS & CONFERENCES ARE NOW SUSTAINABLE!



At 212F, every travel, event and conference is carbon neutral

at no cost to you!



The 212F Events team will assess, advise and design the best-in-class aspirational incentive or event program for you.



Our industry first, KoruGreen greenhouse gas (GHG) calculator, will estimate the environmental impact of your program.



We will measure and balance your programs emission via the United Nations Carbon Offset Platform.



On completion of your program, we will provide a detailed Emissions Impact Report, that will breakdown how we have made your event 100% sustainable.

"Just as 'Koru' in Māori symbolises new beginnings, the KoruGreen initiative will see 212F bring to life a new vision and pathway to a better and sustainable future".

Rob Morrow
Managing Director
212F Group



If you are as committed to a Sustainable future as much as we are, contact your local 212F or Incremental Events Team and learn how you can make your next incentive, event or conference carbon neutral.

A 212F GROUP INITIATIVE

Pathway to a better, sustainable future

KORU
GREEN

koru-green.com



Incremental

Rewarding Ideas

Showcase of amazing travel experiences

Buenos Aires



BUDGET:

AUD \$15k per person | NZD \$16k per person

SUGGESTED DURATION:

4-5 nights
(or combine with other South American destination)

GROUP SIZE:

30-50

BEST TRAVEL MONTHS:

Fall months (March to May)
Spring months (September to November)

WEATHER:

Average temperatures of 22°C

FLIGHTS:

Australia: Australia: Via Santiago or combination of multiple USA connections – approx. travel time 25 hrs

New Zealand: Via Santiago – approx. travel time 14 hrs

OVERVIEW

Known as ‘the Paris of the South,’ Buenos Aires is renowned for stunning architecture, incredible world-class cuisines and colourful entertainment. It is Argentina’s capital city and is as glamorous and intriguing as Paris itself. Nestled in the bays of Argentina’s Eastern coast, Buenos Aires is a vibrant destination that will excite all groups of travellers. Visit in the spring or fall for some milder temperatures and dryer days as you will want to get out and explore this buzzing city.

Buenos Aires can be combined with 2 or 3 nights in Santiago, Chile – or any one of the other rich Argentinian provinces. With an abundance of culture and incredible landscapes to see, South America will not disappoint.

ITINERARY EXAMPLE

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Morning	Morning arrivals	Day at Leisure	Private Polo Game & Lesson at Gaucha at Rosario De Areco Ranch	Flight to Iguazu Falls	Jetboat on Iguazu Falls	Day at Leisure
Afternoon	Foodie City Tour			Iguazu Falls Walk	Flight to Buenos Aires	
Evening	Traditional Argentinian Experience	Dinner at Steakhouse La Cabrera Buenos Aires	Dinner at Leisure	Dinner by the Falls	Vintage Car Transfers Final Dinner with interactive Tango performers in Underground Tunnels	Flights homebound
Overnight	Buenos Aires	Buenos Aires	Buenos Aires	Iguazu Falls	Buenos Aires	

DESTINATION HIGHLIGHTS:

La Boca

A working class neighbourhood that was once the settlement town for Italian immigrants, La Boca is a colourful explosion of colour and art.

Take a walk down the streets of La Boca and see painters, sculptors, photographers and souvenir stalls. Visiting La Boca is all about taking in the culture and style of Buenos Aires. As you stroll down the cobblestone streets see vibrant painted homes and street murals, then stop into one of the many tango clubs or Italian taverns for some local cuisine.

Parrillas!

It is well known that Buenos Aires has incredible food, wine and nightlife. However, no trip here would be complete without sinking your teeth into some world class beef. Parrillas, also known as a Steakhouse, sit on almost every corner and offer up some of the best cuts of beef you have ever tasted.

The Cementerio de la Recoleta

It sounds bizarre that one of Buenos Aires' top attractions is a cemetery, however don't be fooled, this is no ordinary cemetery. The Recoleta cemetery is more a miniature city than

a graveyard and being the final resting place of many noble Porteno families, they are honoured with beautifully designed mausoleums which look more like small houses or churches than gravestones.

Known as one of the most beautiful in the world, and located in the very prestigious neighbourhood of Recoleta, the cemetery is all above ground with over 6000 mausoleums. Walking through the narrow pathways, you will experience architectural style through the ages. The marble statues and decorative iron gates display stories of history you can never forget, and you may even hear a ghost story or two. Believe us when we say, you won't want to skip this trip to Buenos Aires' 'City of the dead'.

HOTEL OF CHOICE

Park Hyatt, Buenos Aires

Palacio Duhau – Park Hyatt Buenos Aires is part of the luxury hotel collection location in the traditional neighbourhood of Recoleta. Upscale contemporary design is combined with aristocratic palatial vibes to encompass a complete luxury oasis in the heart of this vibrant city. Hosting 165 beautifully appointed rooms, the palace experience will allow you to take in the rich history of Buenos Aires with memorable views and the gardens and tranquil surroundings.

New York City



BUDGET:

AUD \$14k per person | NZD 15k per person

SUGGESTED DURATION:

5 nights

GROUP SIZE:

20-60

BEST TRAVEL MONTHS:

New York City is at its best from April to June and September to early November when the weather is comfortable and there are fewer crowds of other visitors.

WEATHER:

In April, Spring arrives in full to New York. While you will still need a jacket on most days, it is almost never too hot or too cold.

FLIGHTS:

Australia: There are a range of airlines such as Emirates, Qantas, Etihad that all fly to New York with a stopover.

New Zealand: Air New Zealand, Singapore Airlines and Delta all offer flights to New York with one stopover.

The City That Never Sleeps

OVERVIEW

New York City, also known as The Big Apple or The City that Never Sleeps is a place that exudes energy and excitement. From the iconic skyline, with its towering skyscrapers and impressive architecture, to the bustling subway system that runs beneath the city, there is always something new to discover in this vibrant metropolis.

For a travel incentive group, there are a few things that you simply must do to experience the true essence of the city. You can start by cheering on the New York Knicks at Madison Square Garden, complete with a large foam finger to show your support. Alternatively, you can ice skate in Central Park or simply take a leisurely walk around it, taking in the sights and sounds of one of the world's most famous parks.

No visit to New York City would be complete without indulging in a slice of pizza, and here you'll find some of the best in the world. So remember to try an obnoxiously large slice of pizza for a true New York experience, and sample a delicious bagel with cream cheese while you're at it.

Face your fear of heights by scaling a 1,200 ft skyscraper for a truly unforgettable experience. And, of course, you will want to take advantage of the iconic landmarks that define the city, including the Empire State Building, Times Square, and the Statue of Liberty.

The Metropolitan Museum of Art (MET) is a must-visit destination for those interested in art and culture. Lose yourself in the vast and awe-inspiring collections, including ancient artifacts and modern masterpieces.

The city's energy and diversity make it a unique and exciting place to explore, and it's easy to see why it has served as a backdrop for so many iconic films, TV shows, and songs.

ITINERARY EXAMPLE

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Morning	Morning arrivals	Central Park Bike Ride	Brooklyn Underground Tour with ex NYPD	Day at Leisure	Optional Activities Boxing Class Brooklyn Golf Shopping Tour	Day at Leisure
Afternoon	City Tour					
Evening	Dinner Cruise on Hudson River	NBA/Ice Hockey/ Baseball Game	Dinner at Leisure	Dinner & Broadway Show	Gala Dinner at Studio 54	Flights homebound
Overnight	New York	New York	New York	New York	New York	

DESTINATION HIGHLIGHTS:

Sip on cocktails at a hidden speakeasy

If you're in the mood for a sophisticated evening out, head to Apotheke NoMad, a hidden speakeasy in the NoMad neighbourhood of Manhattan. This cozy bar has an impressive selection of over 200 cocktails, each made with fresh ingredients and a unique twist. The speakeasy atmosphere adds to the experience, making you feel like you've stepped back in time to the Prohibition era.

Indulge in the rich history and delicious food of Chelsea Market.

Chelsea Market is a historic indoor food hall located in the Chelsea neighbourhood of Manhattan. The market features over 40 vendors selling a variety of delicious food, from fresh seafood to artisanal chocolates. Take a stroll through the market and sample some of the local flavours, or pick up some ingredients to bring back to your hotel room. Don't forget to take in the rich history of the building, which was originally a National Biscuit Company (Nabisco) factory in the 19th century.

Smoke Jazz & Supper Club

For a night of live jazz in New York City, head to the Smoke Jazz & Supper Club. This iconic venue is known for its intimate and relaxed atmosphere, making it the perfect spot to unwind

and enjoy the music. The club features some of the best jazz performers in the city, and the fixed-price meal adds an extra level of indulgence to the experience. With a menu that includes mouth-watering dishes like lobster bisque, smoked salmon, and chocolate cake, you can savour every moment of your evening at Smoke.

HOTEL OF CHOICE

The Virgin Hotel

The Virgin Hotel in NoMad, Manhattan is one of the newest and trendiest hotels in the city. Its eye-catching exterior design stands out among other buildings in the area, and the interior is just as impressive. As you step inside, you'll be greeted with stylish and modern decor, featuring sleek furnishings and unique artwork.

The highlight of the Virgin Hotel is undoubtedly the rooftop pool, which boasts panoramic views of the city skyline. Take a dip in the pool while admiring the breathtaking views, or lounge on one of the comfortable chairs with a refreshing drink in hand. The rooftop also features a sky lounge, perfect for enjoying a cocktail with friends while taking in the view. For a bit of fun, the hotel also offers a mini golf course on the rooftop. The course is well-designed and features various obstacles and challenges, making it a perfect activity for a group outing.

Playa Del Carmen



BUDGET:

AUD \$8,500 per person | NZD \$9,500 per person

SUGGESTED DURATION:

4–5 nights

GROUP SIZE:

30–100

BEST TRAVEL MONTHS:

November – March

WEATHER:

Lows of 21°C – highs of 30°C

FLIGHTS:

Australia: Via LAX with Qantas or United.

Approx. travel time 22 hrs

New Zealand: Via LAX with Air New Zealand/United.

Approx. travel time 26 hrs

OVERVIEW

Located 45 minutes south of Cancun on the Yucatan Peninsula along the Caribbean Sea, “Playa” is known as one of the best beach towns in Mexico. Easily accessible from Cancun Airport, it’s a destination that has it all. The best time to visit is during the northern cooler months from, November to March. It’s worth noting that March/April can be very busy for “spring break” – but if you’re looking for a party, you’ll be in the right place.

Set yourself up close to or right on the main street called Quinta Avenida (or fifth avenue in English) to have the best access to all you would want to see in Playa Del Carmen.

ITINERARY EXAMPLE

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Morning			Chichén Itzá Tour, with Cenote swim & Tequila tasting experience		Optional Activities Golf	
Afternoon	Arrivals	Coba Ruins & Mayan Village Experience		Day at Leisure	Tulum Visit Xplor Adventure Park Spa	Day at Leisure
Evening	Mamita's Beach Club	Lucha Libre Wrestling Extravaganza Dinner Event	Dinner at Leisure	Dinner Xoximilco	Day of the Dead Farewell Dinner	Flights Homebound
Overnight	Playa del Carmen	Playa del Carmen	Playa del Carmen	Playa del Carmen	Playa del Carmen	

DESTINATION HIGHLIGHTS:

Mayan Ruins

A visit to Mexico would not be complete without seeing Mayan Ruins. Deep in the jungle you will find the spectacular Chichen Itza Ruins. As one of the Seven Wonders of the World it should be at the top of your to-see list. It's one of the largest and best-preserved archaeological sites in the world and home to a range of ancient.

Maya marvels rich in history and culture. There is no question as to why it's one of the most cherished sites to visit by travelers every year.

Our PRO tip: get up early and visit the temples before the heat and crowds set in.

Swim in a hidden Cenote

Of course, we all know Mexico is HOT - so why not cool off in one of the famous Cenotes? Known to be more refreshing than a dip in the ocean, these underground swimming holes lined with limestone bedrocks provide fresh river and spring water to cool you down from the hot Mexican sun.

Indulge in the rich Mexican food culture

Known for tacos, obviously; however, Mexican cuisine stretches far beyond what we know. One of the best ways to experience real Mexican food is to enjoy street food just like

the locals. The main street in Playa Del Carmen (Fifth Ave) will have a vast range of street food options. As you stroll down the 20-block pedestrian only street, listen out for street vendors as they will sometimes shout out the food items that they are selling.

If you were really into finding the best food in Playa del Carmen, there are some amazing food tours on offer. These tours are a fun and inexpensive way to try some of the best local dishes.

HOTEL OF CHOICE

Grand Hyatt, Playa del Carmen

With oceanfront rooms overlooking the turquoise waters of the Caribbean Sea, retreat to a tranquil modern oasis with your own private balcony.

The hotel itself is located on a private stretch of sand with the energy and excitement of La Quinta Avenida (Fifth Avenue) just meters away.

Guests will delight in the iconic infinity pools and spectacular architecture with some of the most unique outdoor dining concepts in Playa del Carmen.

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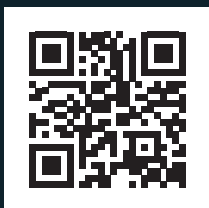


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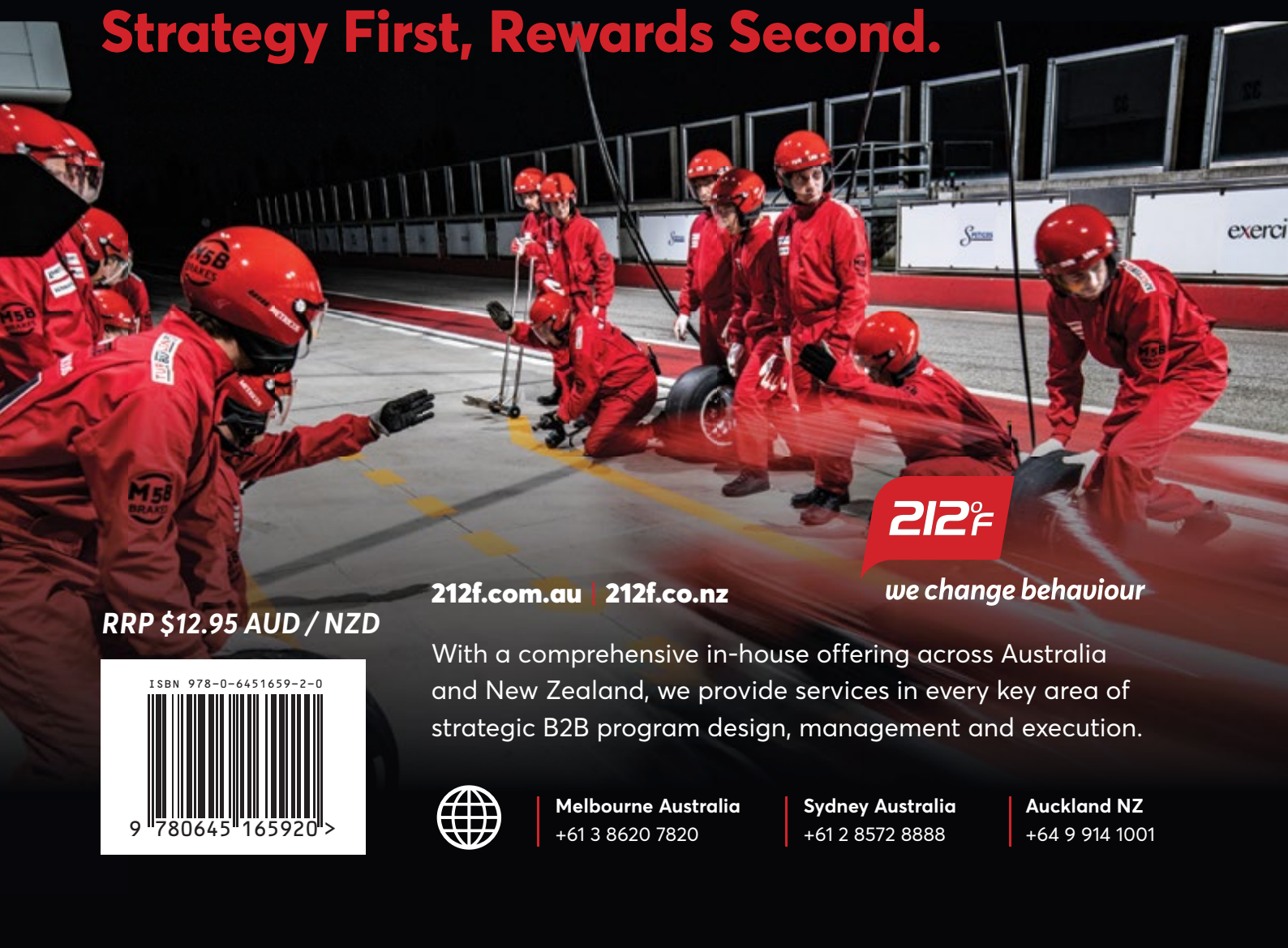
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