

The Power of Rewards

Rewards that Drive Behaviour

The success of every loyalty or incentive program starts with motivation. The right reward can inspire action, build loyalty, and create lasting emotional connections between your brand and its audience. When participants see real value in what they can earn, they engage more often and perform at a higher level.

According to the ANZ B2B Loyalty & Incentive Study conducted by the University of Melbourne, 78% of businesses said that rewards improve program engagement, and more than half believe that a strong reward offering directly increases brand loyalty. The data is clear: meaningful rewards change behaviour.

Rewards Create Connection

Rewards are more than a transaction—they're a reflection of how much a business values its people, partners, and customers. Whether that's a premium product, branded cash, or an incentive travel experience, the right choice shows that effort is recognised and achievement is celebrated. It builds trust and strengthens relationships across every touchpoint.

A Complete Rewards Partner

At 212F, we deliver an end-to-end reward solution. From high-end merchandise sourcing to branded Visa cash through iChoose, to unforgettable incentive travel experiences designed by our award-winning travel team and DMC network, we make rewards easy to manage, impactful to deliver, and impossible to forget.



Merchandise Rewards – Tangible Motivation

Choice Creates Motivation

The right product reward can transform performance. Tangible rewards give participants something real to aim for, creating visible and lasting motivation. They're a reminder of achievement that connects your brand to moments of pride and satisfaction.

From premium tech and lifestyle accessories to outdoor gear, home appliances, and luxury brands, our merchandise rewards are carefully curated to match the preferences and aspirations of your audience. Every reward is chosen to create excitement and deliver genuine value.

Your End-to-End Merchandise Partner

We source, manage, and distribute merchandise rewards locally and globally. Our dedicated procurement team ensures every reward aligns with your program objectives, audience, and budget. Through our platform, participants can browse and redeem rewards easily, creating a seamless experience from selection to delivery.

At 212F, we make merchandise rewarding – for your participants and your brand.

Why Merchandise Rewards Work



Aspirational: Desirable items push participants to go further.



Memorable: Tangible rewards provide lasting reminders of success.



Visible: Every use reinforces positive brand connection.





Branded Cash Rewards – Flexible Recognition

Freedom to Choose

Branded cash rewards provide the perfect balance between flexibility and recognition. They give participants the freedom to choose how and where they spend, while still keeping your brand front of mind.

Prepaid Visa and Mastercard rewards are accepted by millions of retailers worldwide, making them a universal option for loyalty and incentive programs. They're convenient, immediate, and appeal to every type of participant—from sales teams to trade customers and business partners.



Why Branded Cash Rewards Work



Universal appeal: Suitable for all audiences and spending preferences.



Instant gratification: Digital delivery and fast activation make it easy to reward on time.



Brand connection: Custom branding and messaging ensure your brand stays visible with every use.



Scalable solution: Works equally well for small campaigns or large-scale programs.

Reloadable Cards – Reinforcing Loyalty

Reloadable prepaid cards are a powerful alternative to traditional rebates or discount programs. Instead of offering short-term savings, they provide an ongoing reward that strengthens repeat behaviour and builds deeper loyalty.

Each time the card is reloaded, participants are reminded of the value your brand delivers. It becomes a tangible link between their loyalty and your recognition. For programs working within tighter budgets, reloadable cards maximise engagement by rewarding consistent performance over time without resetting the cost base.

Flexible. Recognisable. Rewarding.

Branded cash rewards are a simple and effective way to motivate participation and maintain engagement. They're ideal for programs seeking fast fulfilment and wide appeal.

At 212F, we deliver branded Visa prepaid solutions that balance flexibility with impact, helping you recognise performance while strengthening your brand connection.



Incentive Travel – Experience That Inspires

Creating Experiences Money Can't Buy

Few rewards are as powerful as travel. Incentive travel recognises achievement in a way that inspires lasting loyalty and drives future performance. It's the ultimate motivator—an experience that celebrates success while deepening relationships between your brand and your customers, partners, or team.

Unlike cash or merchandise, travel rewards create emotional memories. They're shared, talked about, and remembered. The anticipation of an upcoming trip builds momentum, while the experience itself strengthens connection and advocacy long after the program ends.

Tailored, Seamless, and Award-Winning

At 212F, our dedicated incentive travel team partners with world-class DMCs to design and deliver travel experiences that inspire and reward. From bespoke itineraries to sustainable travel options, every journey is crafted to reflect your brand values and recognise achievement at the highest level.

We handle every detail—from destination selection and logistics to event management and on-the-ground support—ensuring a seamless, memorable experience that your participants will never forget.

Why Incentive Travel Works



Aspirational: Travel is seen as a once-in-a-lifetime reward, motivating higher performance.



Memorable: Participants associate unforgettable experiences with your brand.



Social: Shared experiences create stronger relationships and peer recognition.



Amplified impact: Travel rewards generate brand advocacy through storytelling and shared content.

Bringing It All Together – Strategy First, Rewards Second

The Right Mix Drives Results

Every successful loyalty or incentive program starts with strategy. Rewards are the motivators that make the strategy work. Whether it's merchandise, branded cash, or incentive travel, the most effective programs use a mix of rewards that align to their audience, goals, and budget.

- **Merchandise rewards**
Builds visible recognition and excitement.
- **Branded Cash**
Rewards deliver flexibility and freedom.
- **Incentive travel**
Creates emotional connection and advocacy.

When combined, these reward types strengthen engagement across every segment of your program—helping you motivate action, encourage repeat behaviour, and build loyalty that lasts.



Your End-to-End Reward Partner

At 212F, we bring it all together. Our team designs, sources, and delivers complete reward solutions that drive measurable results. From procurement and fulfilment to program platforms, data insights, and communication strategies, we make your reward strategy seamless from start to finish.

**Because at 212F, we don't just deliver rewards.
We change behaviour.**

Since 1996, 212F has been the leading Trans-Tasman B2B engagement agency, driving behavioral change through incentive, loyalty, and rewards strategies across diverse markets and channels.

We provide end-to-end solutions, from program design, implementation, engagement optimisation and complete reward fulfillment, including reward merchandise, prepaid Visa gift cards, and incentive travel services.

Through strategic design and tailored communications, our B2B loyalty, incentive and rewards programs deliver measurable returns and tailored results.

For more details please contact:

212F Melbourne

Level 2
145 Clarendon St
Southbank VIC
Australia 300

+61 3 8620 7820

212F Sydney

Suite 7 Level 4
22-36 Mountain St
Ultimo NSW
Australia 2007

+61 2 8572 8888

212F Auckland

Stanway Business Park
Ground Floor, Tower 2
646 Great South Rd
Ellerslie, Auckland
New Zealand 1051

+64 9 914 1001



we change behaviour

212f.com.au

212f.co.nz