



Engage.

Educate.

Experience.

Incentive Campaign Portfolio

## Want to motivate action? Empower people with creative messaging.

There are a lot of moving parts to an incentive like strategy, awards and technology, but communications are key to inspiring people to act.

It's about creating a voice—an identity. One that's consistent throughout and uses enticing, engaging language that elevates your program.

It's about ensuring your incentive has clarity and visibility to succeed. And it requires creative messaging to bring your program forward in the loud, overstimulating world we live in.

**ITA Group knows how to empower people to act.** We get to the core of what motivates people, grab their attention and inspire them to achieve more.



# Build Brand Loyalty

Independent sales representatives have the luxury of choosing the products they sell. Make that choice a no-brainer. Provide them with an incentive program that will offer great awards for choosing you and ultimately, build brand loyalty. We developed a competitive program that would keep products top of mind and drive brand loyalty.



## Objectives

- > Maintain a loyalty-based relationship with independent dealers
- > Help grow market share and drive revenue
- > Engage audience at all levels to achieve greater levels of participation while retaining program's simplicity

## Results

- > 20% overall increase in MSRP YOY
- > Sales Rep testimonial: "Thanks to [client], a girl can never have too many shoes! You have reminded me why I'm brand loyal to [client]."





# Make It Count

Promotional overlays within a larger program can be beneficial for many reasons. First, when the finish line is closer, the end goal can feel more attainable. And second, you can tap into what's happening in that moment—sporting events, pop culture and more. Timely and relatable promotions add another layer of motivation to drive sales.

## Objectives

- > Motivate and increase sales performance from each region
- > Recognize and reward top performers
- > Create timely, engaging promotions
- > Elevate competition across the team

## Results

- > 64% of employees said the incentives motivate them to achieve a higher level
- > 72% of employees said the incentives play an important role in helping to achieve sales objectives





# Drive Sales

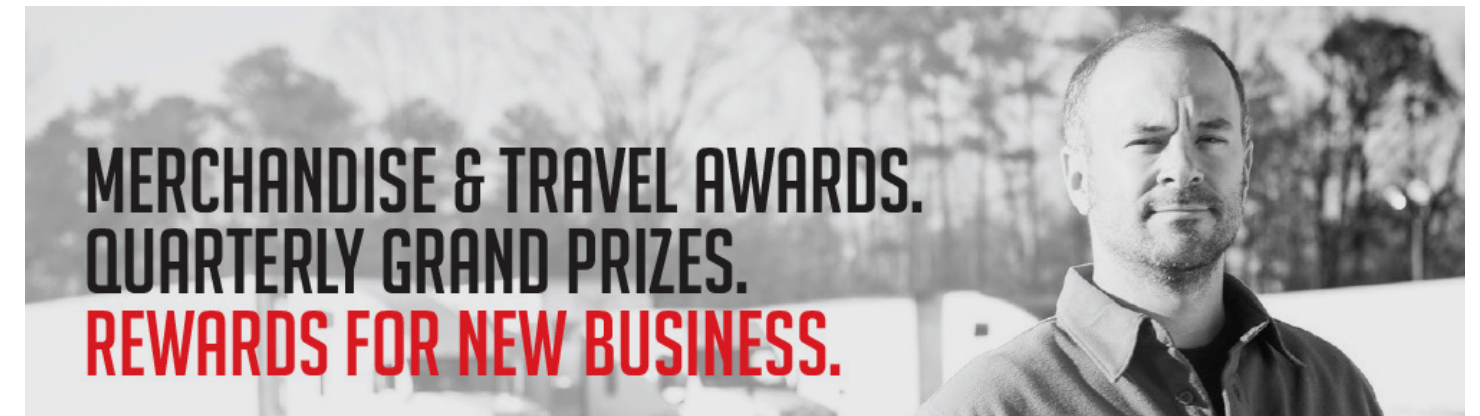
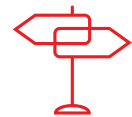
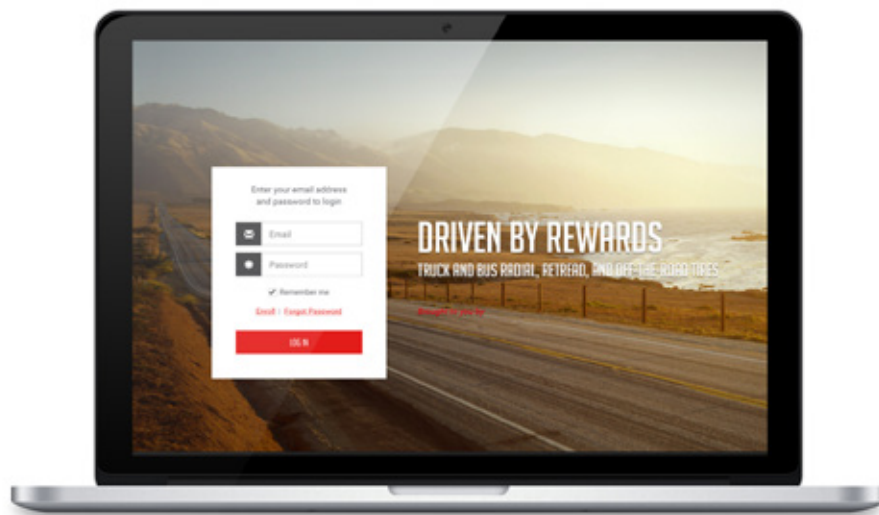
Capturing mindshare in a diverse environment is crucial, especially independent dealers within a fixed location. They get a barrage of messaging from many different products, so we have to make our clients' products stand out. Providing targeted messaging and an attractive combination of merchandise and trip awards helps do just that.

## Objectives

- > Drive brand loyalty among independent sales reps
- > Increase enrollment/engagement and overall ROI

## Results

78% of participants are actively filing claims through the platform





# Lead the Way

In a wholesale industry, ensuring the customer experience is consistent at each subsidiary is critical. This incentive program rewards locations that follow standards by developing a system of "Six Stars of Excellence." The program aligned the different locations and set the entire company up for success.

## Objectives

- > Spotlight standards at each wholesaler by initiating and reinforcing best practices
- > Focus on product knowledge among store employees
- > Strengthen value proposition to location leaders

## Results

- > 93.8% overall participant satisfaction rate
- > Locations earning Six-Star status increased by 32.8%





# Provide Tools for Success

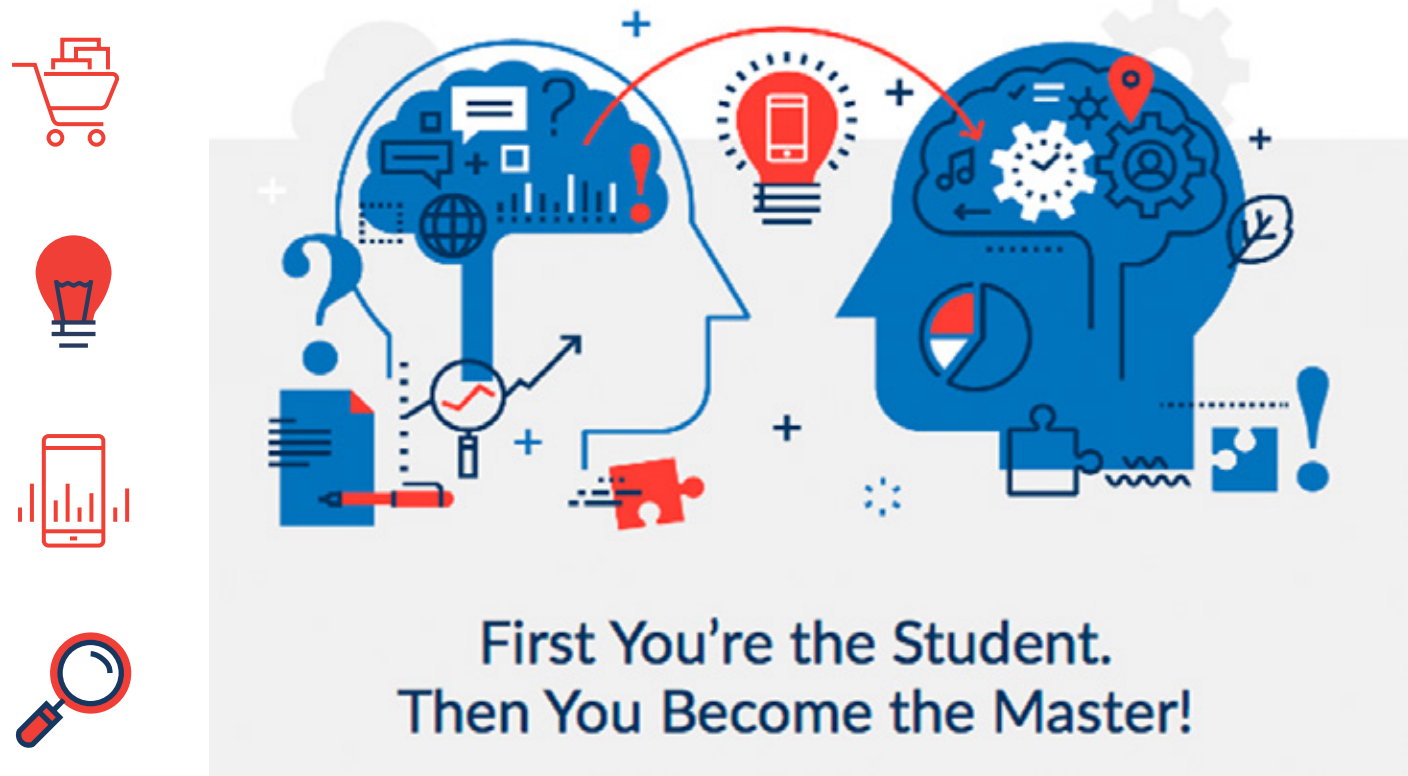
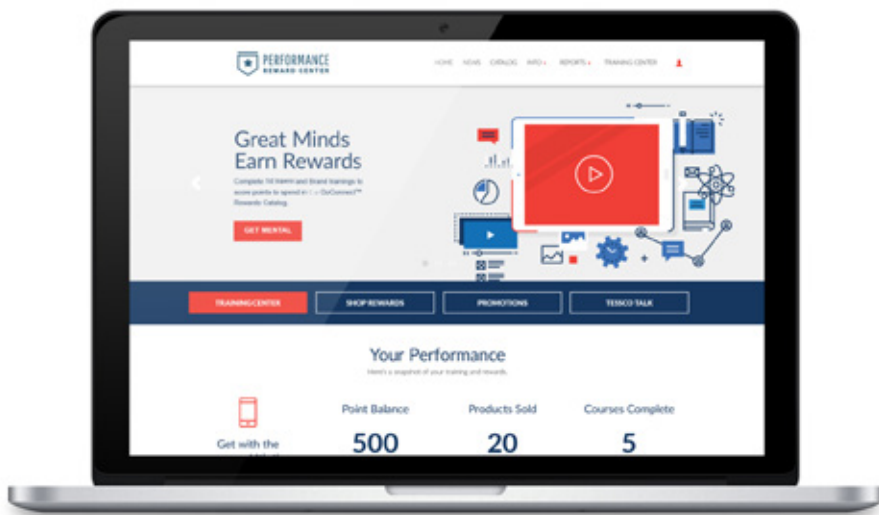
With training, sales incentives and awards, employees can get overwhelmed with where to go for information and what's being asked of them. But if you can consolidate multiple incentives into one easy-to-use platform, you can create a better experience. Making it simple and convenient is key to driving engaging and participation.

## Objectives

- > Create easy-to-use, consolidated training and awards platform
- > Provide enhanced reporting abilities
- > Highlight award opportunities

## Results

Client testimonial: "We love the look and feel of the website. We appreciate how you really got to know what we wanted and the execution was awesome."





# Inspire Exceptional Performance

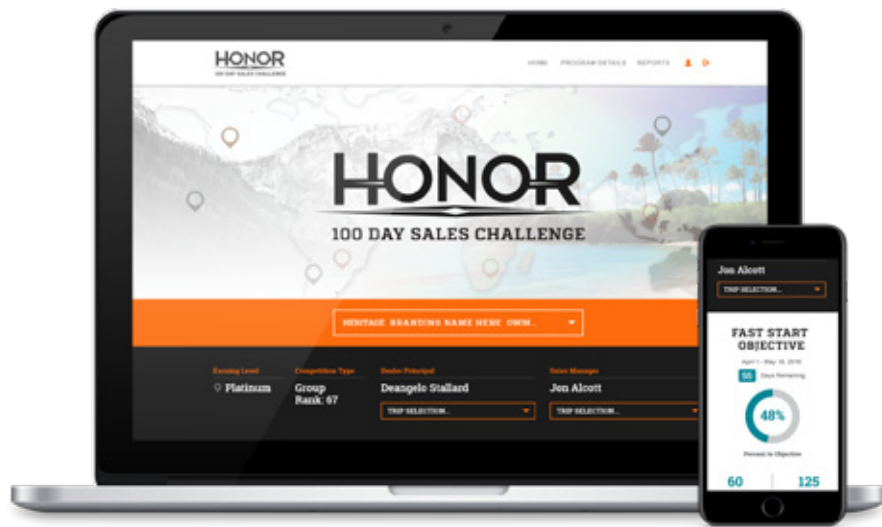
Cash comes and goes, but experiences last forever. This travel incentive builds off that theory to inspire sales people to increase their sales and hit their targets. The award was a travel experience unlike any other that provided lifelong memories.

## Objectives

- > Recognize dealers and sales managers who achieve assigned sales objectives
- > Drive automotive brand loyalty and increase revenue for dealerships
- > Highlight multiple trip destinations

## Results

- > The average sales increase from participating dealers was 19% higher than that of non-participating dealers
- > \$178 million in incremental profit for a 1,975% ROI for the client





# Be the Deciding Factor

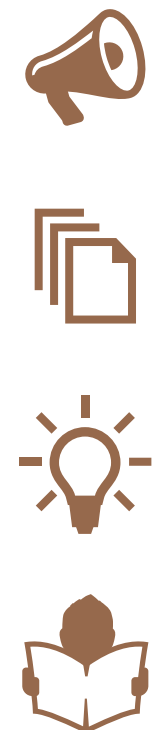
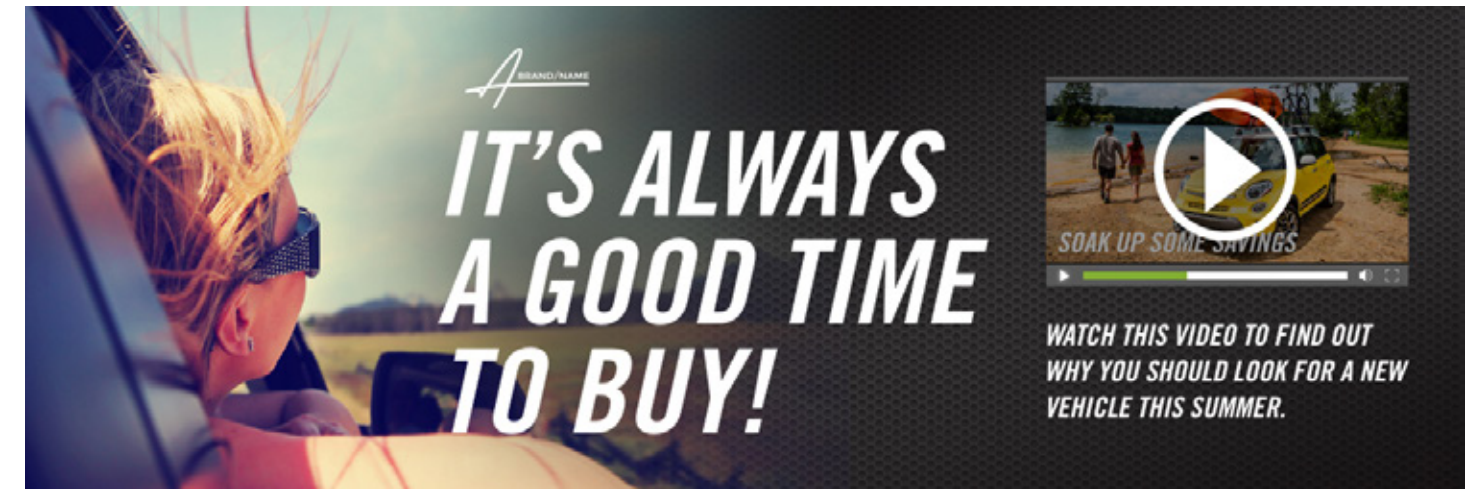
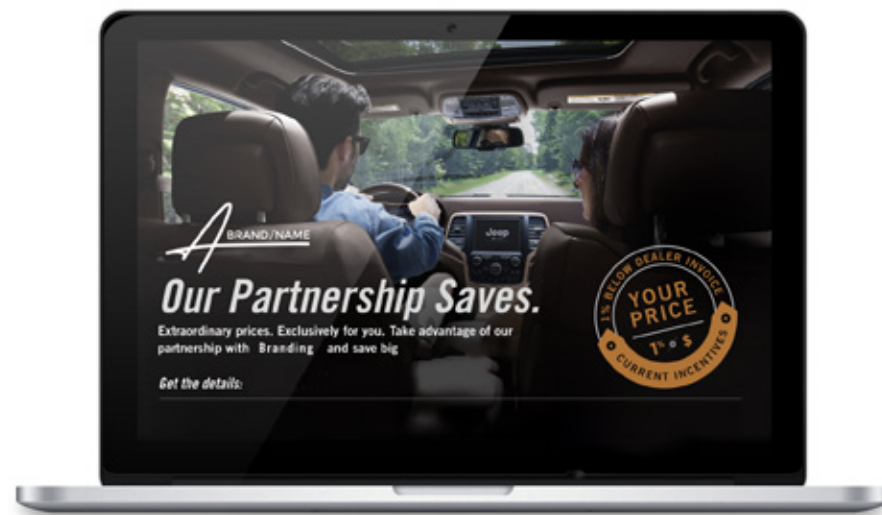
In today's automotive market, the competition is fierce and the options consumers have are numerous. This incentive rewards dealers and consumers alike that would set the manufacturer apart, give them visibility in the market, and make their vehicles an attractive option.

## Objectives

- > Strategically promote and manage the program to make it a top consideration
- > Enhance engagement strategy to increase program effectiveness
- > Recognize top-participating dealerships and participating companies

## Results

Member testimonial: "[This program] is a highlighted benefit that most employees inquire about on a weekly or daily basis. We are happy to discuss this program, but the [program materials] provided have made this an easier feat."





## Keys to Engaging Programs

Business needs, goals, brand identity, technology, awards and communication tactics—they're all connected. Creating a motivating and engaging program requires fusing all these components together. Your program must have:

- > Specific objectives and strategic goals
- > Audience insight
- > Balanced campaign
- > Creative messaging
- > Measurability

The ultimate goal of incentive design is to get your audience to take action. And to do that, you need to reach your audience at the right time, in the right way.

With targeted, creative and clear branding and messaging, your incentive program cuts through the clutter and engages your team.

**Let's find the right message  
that stands out and inspires.**

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# Drive Behavior Change With Personalized Incentive Program Strategies

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