

Leveraging SUCCESS

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PROMO Special Report:
Ideas. Connections. Brands. Motivating Employees With Motivated Messaging

‘Getting the Message’

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Low-cost but thoughtful incentives keep workers buzzing

By Brian W. Kelly

Let’s not kid ourselves; money talks. There’s nothing like a big bonus check to keep your employees happily greasing the wheels of commerce. However, sometimes you just can’t cut those fat checks and you’ve got to be a little more creative in your thinking.

“We’ve always been a proponent of Motivated Messaging,” says Mike Casale, president, Leverage Marketing of Newtown, Conn. “What message do you want to impart to your audience and how do you motivate them to that?” He cites the example of Coca-Cola. “Coke was looking for an ‘everybody wins’ tag that people could get excited about at the end of a sales meeting. They had a limited budget, because they had sunk a lot of money into the meeting for 4,000 people.”



Casale’s staff came up with the “Winning Momentum” scratch-off game. At the end of the meeting, Coke asked attendees to fill out a 20-minute survey. As Casale notes, “I don’t know about you, but that would be my invitation to leave! But then they announced that if you fill out the survey, you get a scratch-off card with the opportunity to win Great Adventure, Yankees, or movie tickets.”

Creative incentives can rally the troops; Coke used scratch game cards at a sales meeting held last year.

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- Harriet Tolve, Public Affairs Manager, Coca-Cola Enterprises

Attendees sat down and scratched the game card to reveal such phrases as “Putting Our People First”, “A Great Place to Work” or “You Have Momentum”, which were the three main messages of the meeting. Matching any two messages won a prize. There was an astonishing 97% participation in the survey.

Coke was happy with the results, too.

“We’re always seeking unique ideas to motivate the skills and talents of our diverse workforce, and the scratch-off game card has

universal appeal,” says Harriet Tolve, public affairs manager, Coca-Cola Enterprises. “Everyone really sparked to it.”

Leverage provided Coca-Cola with a low-cost add-on to their meeting, which helped underscore the motivational messages that the beverage behemoth was looking to impart to their employees. “The scratch-off games are not really a stand-alone premium incentive; they need to be part of a larger campaign,” explains Casale. “Yet we’ve found them to be remarkably exciting and inexpensive, as well.”

Tying into consumer deals

Another cost-efficient way to motivate employees is to piggyback an incentive onto a customer promotion. This is a win-win for everyone—it excites the employees about activating a promotion at retail when they can also win prizes, and it’s just a small incremental cost in your promotion budget. And you already know that when an employee is excited about a promotion, it translates to the customer. With Alamo Rent-a-Car, it was essential to the successful launch of a new campaign.

“We partnered with Foote, Cone Belding to present the Drive Happy campaign,” says Casale. “On the consumer side, we had a scratch-off game that revealed messages like ‘A Clean Car’, ‘Quicksilver Service,’ or ‘Unlimited Smileage’ and awarded airline miles. On the employee side, we had a similar game that revealed messages like ‘Be Courteous,’ which reinforced what they needed to do to make the customer happy. We then gave employees a chance to win. By having a companion piece that allowed the employee to win air miles and other low-level prizes, it mitigated the frustration that an employee might feel when he hands someone a ticket worth \$50,000.”

Such programs also have the bonus of costing only a few pennies per piece when the production of the employee piece is ganged with the consumer piece. ▲



Employee participation can create “motivated messengers” to help deliver the program or brand message.



Find out how Motivated Messaging can motivate sales and increase your Marketing ROI. Call Mike Casale today at (203) 270-6699 x102.

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