

The “Universal” Rewards Question:

Is cash king?



Yes, cash is king!

- It’s versatile
- Who doesn’t like cash?!
- It’s easy to understand—I get cash; I spend it on whatever I want

But here’s the thing...

- Cash becomes expected—doesn’t change behavior
- It can be used to buy anything...including cigarettes (unhealthy) or diapers (that’s not a reward!)
- No trophy value

Or is merchandise the thing?



Yes, catalogs rule!

- High trophy value
- Great for goal targets and marketing the program

What’s not so cool...

- Terrible value! Merchandise is usually marked up 25-50%
- Inflexible
- Who wants last year’s model digital camera, or a globe?
- A bit old-fashioned, don’t you think?
- Fulfillment is slow

You can have it all!



With our Universal Gift Card:

- Dollar-for-dollar value
- Easy to use
- High promotional value when you market retailer brands to employees
- Closed-loop cards can be used like debit/credit, but only on *real* rewards
- Millions of up-to-date items
- Only redeemable for products and services from nationally recognized retailers
- Rewards can be combined, and they never expire