

POWER² MOTIVATE

AWARDING WINNING PROGRAMME
IMA CIRCLE OF EXCELLENCE 2016



BROTHER

CASE STUDY

Having been around for more than one hundred years, **Brother** is a major player in the printing and computing hardware industry worldwide. However, in light of **tough competition** in Australia, the company has looked towards a Channel Incentive Programme for a solution.

BACKGROUND

The market share for printers in Australia and New Zealand is primarily owned by HP, according to Statista, taking up almost 44 per cent. Canon follows with 26 per cent, Epson with 16 per cent and Brother with 13 per cent. While it holds the fourth largest slice of the pie, the other competitors have kept Brother at bay.

During the key sales period of January to March last year, Brother worked with **Power2Motivate** to design and implement a channel incentive programme, that would really encourage resellers to push Brother's products over its competitors. Using refined gamification elements and luxury travel rewards, **Power2Motivate** helped Brother exceed almost all of its campaign objectives.



\$100K
PRIZE GIVE AWAY
IT'S THE BUSINESS

Find out how to make
this your reality here



GAMIFICATION & TRAVEL INCENTIVES DELIVER RESULTS

For every \$1,000 resellers spent on Brother products, they would receive an entry into the draw to win Brother's "\$100K Prize Giveaway". The promotion included three ultimate vacations valued between \$20,000 and \$24,000. In addition, each entry came with the opportunity to "Spin and Win" in **Power2Motivate's** online game, where prizes ranged from \$100 to \$1,000 to spend in the extensive global rewards gallery. This tried-and-

tested method created more opportunities for each participant to engage and be rewarded.

In total, the amount of registrations exceeded target by more than 270 per cent. Of those that had accepted the terms of the promotion, 65 per cent actively engaged with the campaign. Sales even increased 28 per cent, with the total revenue received from the promotion delivering an enviable return on investment for the company.



ENSURING THAT THE AUDIENCE WOULD BE INTERESTED

Pivotal to the campaign's success was the fact that these travel incentives were strategically optimised for the audience, as people only respond to incentives if they see value in the reward.

With an audience mainly consisting of married businessmen aged 40 and over, the trips all captured experiences sure to feature on the audiences' bucket lists. For instance, one of the grand travel prizes was a trip to the Swiss Alps, which included dog-sledding around the mountains and a day learning how to

create the perfect skid on ice in an Aston Martin. The itinerary also made sure that there were activities fit for a queen as well as a king, with a full day of relaxation at a day spa.

Various studies have shown that big-ticket rewards such as luxury travel experiences are very effective, particularly in motivating channel partners and vendors to push certain brands products. The results of Brother's programme clearly demonstrate how these rewards incentivise resellers.



GLOBAL RECOGNITION FOR A SUCCESSFUL CAMPAIGN

When travel incentives are used in conjunction with other innovative tactics, such as the "Spin to Win" game, which allows you to choose from over 30,000 products in the Global Rewards Gallery. The programme is almost certain to deliver outstanding results, which it certainly did in this case. In fact, Brother and **Power2Motivate** were recently awarded a Circle of Excellence Award by the Incentive Marketing

Association for the programme, acknowledging its creativity, value, execution and results.

As a success both for Brother and **Power2Motivate**, this achievement demonstrates the sort of results that can be achieved by working with a incentive marketing provider that thinks outside of the box. For any advice or assistance producing your own sales incentive programme, get in touch with us today.

