

The Force of One

When the world's fourth-largest commercial aerospace manufacturer, BAE Systems, wanted its employee incentive program to take flight, it turned to Ego Id (*asi/51806*). BAE Systems was looking to provide prize awards throughout the course of the year, rather than at a single event. The company initially purchased 6,500 U.S. flag tags (a stock design) as an employee reward. "They liked that product a lot, and we then had an opportunity to explain all the different potential uses for the tags that we had created using our Ego Apps promotional campaign software," says Jim Yuran, president of Ego Id.

Yuran asked BAE execs what their goals were. They already had an incentive program in mind, but wanted a tech-savvy way to spice it up and get more employee participation. "It became obvious that creating a fun and compelling weekly prize raffle via the tags was a sure way to get their attention and provide measurable results over a longer period of time," he says.

Ego Id implemented a solution uti-



lizing the Ego Id Ticket and Ego Apps database, creating a system where more than 3,000 employees were able to opt into their company's ongoing raffle using their personal PIN number. The PIN number was located on the reverse side of their "prize tag," which is one of Ego Id's signature full-color dog tags. The program administrators were then able to export their qualified data and award the appropriate prizes.

Out of 3,750 employees, 3,078 signed up for the rewards program; that's an enrollment of 82%. "Our component cost to the distributor was

about \$5,000. This initially included 3,750 full-color stainless-steel dog tags with 30-inch neck chains and our Web-based Ego Apps software," says Yuran. The tags were also laser-etched on the back with the PIN

numbers and different team names.

The program lasted for a year and was changed each week. The clients also placed additional orders for more tags that they used in different locations.

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BizTip Boost participation

By simply entering their unique prize code into a custom website, participants could gain entry into the program. Everyone was prompted to check for new prizes on a specific day/time each week. As they checked for new prizes, they were also given different company facts and information that was motivational. "These teams also competed to see who would have the most participation. More participation was rewarded with increasingly better prizes," says Yuran.

Ego Id developed four promotional module types that can be used in conjunction with the tags. The promo types are raffle/sweepstakes, admissions, membership/rewards and digital downloads. "All modules can utilize our tags, cards, printed pieces, be completely digital or in combination with other promotional products that we can decorate with variable data. All modules track and measure participation with real-time ROI and can be updated or changed on the fly, depending on campaign goals or requirements," says Yuran.

Disconnect From the World

This Thanksgiving, besides enjoying a big turkey, about 11,000 people took a pledge to go technology-free and enjoy more quality time with their loved ones. The Offlining Initiative, created by Eric Yaverbaum and Mark DiMassimo, of DiMassimo Goldstein (DIGO), a full-service brand- and business-building agency, puts the spotlight on America's ever-growing addiction to devices.

The team initially launched Offlining's website and campaign on Father's Day 2010, encouraging tens of thousands of people to show their support. More than 140,000 people have sent Offlining e-cards from the website, encouraging family members, friends and colleagues to go tech-free.

The \$350,000 "Turkeytizing" marketing campaign featured print ads and e-cards too, showing images of Pilgrims



communicating with laptops and Black-Berrys in hand. The images were distributed through social media and also hanging from turkey legs throughout the country, in the form of waterproof hang tags.

DiMassimo and Yaverbaum offered a Thanksgiving turkey to everyone who took the Offlining pledge. They

BizTip Be innovative

DIGO has found that one element of its innovation is through "lifestyle interventions." The company introduced several social media campaigns, including the environmental "Tapping" campaign to "make tap water cool," and the political and educational "Read to Vote" initiative.

So why Offlining? According to DiMassimo and Yaverbaum, "one day we made a mistake — we looked up. We took our eyes off the screen long enough to see. We noticed we had kids and wives. We took in the way leaves open their faces to the sun. We reacquainted ourselves with the sounds birds make." They decided to step out and make a resolution — one that is both personally and professionally beneficial.

got the word out to nine regional New York City parenting publications to raise awareness. "We're pretty sure this is the first time that turkeys have been employed as a marketing medium. And, we wanted a way to say 'thanks-for-giving' your support

to modify the way Americans communicate with the most important people in their lives," says Yaverbaum. In total, 2,913 turkeys were given away in branded boxes, including an Offlining sticker that was pasted onto each turkey over the plastic wrap.