

True Incentive: Experience + Innovation = Effective Incentive Based Marketing Solutions

By Georgi Bohrod, RRP

True Incentive, a Florida-based company that provides marketing and sales incentives as direct marketing solutions, is in a unique position. The company combines years of marketing experience driven by innovation and creativity. True Incentive does not just have a robust catalog of customer-motivating tools, it also has a team of experts to guide clients to the right solutions for specific target markets.

Offering services in both English and Spanish, True Incentive works directly with clients to identify and utilize the appropriate incentive in a direct marketing campaign. Their goal is to maximize marketing dollars by matching the specific geographics, demographics or psychographics specific to their clients' needs. In addition, their decades of success is based on the basic principles of direct marketing to include clients' audience values, opinions, attitudes, interests, and lifestyles.

Updated catalog and offerings

This year, True Incentive took note of the current vacation and travel climate and updated its catalog to include new travel certificate offerings to fit the mood of today's customers. The new offerings will encompass pricing discounts, a variety of new products, a \$250,000 sweepstakes and American Express® Savings Cards:

New Incentive Products now available are a Great American 5 Day/4 Night Road Trip; an exotic 5 Day/4 night experience in a choice of Cabo San Lucas, Cancun, Costa Rica, Honolulu or San Juan, Puerto Rico; and a Family Cruise for up to four people.

TrueCash \$250,000 Challenge Sweepstakes was created to enhance client marketing efforts, boosting attention levels, and increasing the value of the offer. Sweepstake game cards (electronic or hard copy) will be provided at a low cost in conjunction with the use of at least one other True Incentive product.

Privileges Savings Cards by American Express Travel offer \$250 or \$500 savings credits to use as a partial payment toward travel and lifestyle purchases such as golf packages, merchandise, wine and gourmet packages and vacations including cruises, resorts, and hotels.

Land Travel Packages

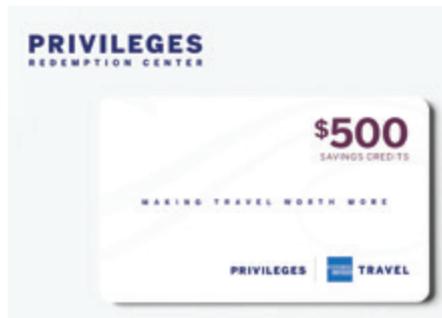
So far, The Great American Road Trip is their biggest hit. To meet the needs of travelers reluctant to fly and/or cruise at this time, many clients requested a travel certificate that makes driving vacations more affordable to their customers, members, and

prospects. This is an exceptional family road trip opportunity that can be used to improve customer loyalty, heighten brand awareness, and increase revenue.

The Great American Road Trip certificate is designed for two adults and two children to receive up to four night's accommodations at a destination of their choice within the 48 Continental U.S. or Canada. The package includes standard accommodations at a Marriott Courtyard, Marriott Fairfield Inn, Hilton Gardens, Wyndham Gardens, Wingate or LaQuinta as well as \$150 True Travel Dollars and \$100 True Dining Dollars rebates.

Extra Cash always comes in handy

Also, extremely popular is the True Cash Challenge Sweepstakes. The sweepstakes is part of this new collection of incentives, designed today's environment and providing options to marketers and businesses, enabling them to reach and convert new



customers. "We have found the sweepstakes to be more effective than anticipated. Clients are using it to drive inbound calls, keep prospects engaged on a call and set appointments in combination with other incentives," said Drew Brittain VP of Sales for True Incentive.

Also seeing great results is the Privileges Savings Cards by American Express® Travel. Designed to improve customer loyalty, brand awareness and revenue, the cards offer \$250 or \$500 savings credits to use as a partial payment toward travel and lifestyle purchases. Some of the available options are golf packages, merchandise, wine and gourmet packages and vacations including cruises, resorts, and hotels. The Privileges Savings Card can be used as a stand-alone incentive or in combination with any number of True Incentive's products.

True Incentive realized early on that to really understand clients' customer needs and wants, they must read the changing market place. The new incentives are part of an always-evolving online catalog that encompasses resort accommodations, cruises, and other travel incentives. The certificates are used as great motivators by numerous industries and most notably the timeshare segment.

Timely solutions

"Time" also factors into the experience. When making decisions, people don't have the time or the patience to sift through mountains of complicated details. No matter the industry, consumers want what they



want now. A couple of years ago, when their clients expressed a need to provide information to their customers quickly and efficiently True Incentive responded to their request by being the first in the travel incentive world to offer a digital incentive delivery system True Perk.

The True Perk system supports customer self-service and client managed distribution. Travel incentives are no longer confined to conventional paper distribution but are digitally distributed at high speed. Not only does True Perk distribute incentives to any electronic device, it also has robust reporting capabilities, security parameters and nimble flexibility. The True Perk system can be used for lead generation, generating inbound calls, owner referrals, member loyalty, and upgrades. The lightning quick response times that True Perk delivers is a great benefit to timeshare marketers, vacation club lead generators, web-based timeshare resellers and inbound response centers.

Se habla español

Spanish has increasingly grown as a global form of communication. Spanish Language Products were also created to answer the needs of the largest growing demographic in the U.S. The Spanish Language Product makes it easier for the end user to utilize. For businesses marketing to Spanish or bilingual speakers the instant affinity with a Spanish Language product will build credibility and loyalty. As with all their products, True Incentive focuses on adapting to an ever-changing marketing environment.

Everyone wins

True Incentive is always looking for ways to drive their client's success. They know that what is best for clients, is best for True Incentive as well. Our bar is high because reputations are at stake, theirs -- and our clients'. With incentive based marketing solutions, offers must be attractive enough to benefit the clients' marketing campaigns while working within the legal and regulatory requirements. The law requires that terms of the offer be clear and attainable. By aligning with clients' marketing efforts to manage customer expectations in a positive and informative way, and with a fast and efficient delivery of incentives everyone—customers, clients, and vendors—win.



To learn more about True Incentive contact Drew Brittain. dbrittain@true-incentive.com

True Cash \$250,000 Challenge Sweepstakes

