

Fact File

Client	:	Halifax Card Services
Event	:	Points Mean Prizes
Attendees	:	500 over 3 sites
Locations	:	Cardiff, Leeds and Bristol



Brief

Objectives of the scheme

- Flexibility – allowing teams, individuals, full and part time staff to be incentivised
- Responsive – gives discretion to award performers of the day or week
- Exciting – doesn't lose momentum with familiarity
- Inclusive – where not just the usual high flyers win
- Simple – if the staff do not understand it they won't take part

Our response

Jarvis Woodhouse Events developed 'Points Means Prizes'. With points allocated on an individual and/or team basis, the scheme also had the flexibility to offer 'bonus points' and 'double points days'. The points could be exchanged for prizes, activities or vouchers, or a combination of all three.

Advisors were given their own 'Points Means Prizes' incentive pack showing the range of rewards available. Against each item in the pack was an indication of how many points were required to acquire the reward.



The points were awarded as adhesive tokens, which were stuck to pages at the back of the pack. Advisors were then able to see at a glance how close they were to achieving their goal.

Points could be redeemed for either a series of smaller rewards including cinema or high street vouchers, a camera or watch, or advisors could save them for something of much larger value e.g. a freezer, a microlight lesson or lunch on the Orient Express.

Jarvis Woodhouse Events created the scheme, sourced the gifts, managed the redemptions, designed all communication materials and measured the results.