



Short Term Incentive Program Delivers Powerful Results

Cutting through the channel to devise a short term incentive promotion on a fixed budget.

KEY PROGRAM RESULTS

The program exceeded expectations by achieving more than double the original sales goal.

\$24+ million vs. \$10 million.

2,415  counter sales people enrolled submitting information about themselves and compiling a database.  = 100 counter sales people

26,588 individual claims.

 Over half the enrolled counter sales people entered multiple claims throughout the campaign.  = 100 counter sales people

4,625
SPIN CODES
DISTRIBUTED

5,000
REWARDS

ROI at
OVER
750%



CLIENT

Eaton Lighting Solutions, a large national power management company.

OBJECTIVE

To learn about and drive stock business and increase inventory turns at the distributor level.

Also to solicit the target audiences' affinity and contact information to formulate a database.

CHALLENGE

Infrequent contact between the client and its audience.

Creating a program that would span multiple layers of distribution on a fixed budget and maintain engagement.

Dealer/Distributor Award Winner



SOLUTION

HMI developed a short-term promotion utilizing manufacturer (MFG) reps to communicate through the distribution channel.

The promotion used a gamification sweepstakes which awarded participants for their sales. Participants earned a chance to win an instant prize every two weeks and a second chance drawing opportunity for a monthly grand prize sweepstakes.

We made it easy for the MFG reps to communicate by providing an electronic promotional kit to help them quickly connect with distributors and get their counter sales people enrolled. Reps were also awarded the same prizes as the distributor sales people they enrolled.

STRATEGY & IMPLEMENTATION

Award Opportunities

- HMI's OnDemand Platform
- HMI's Spin-to-Win and Sweepstakes
- Additional chances to earn extra spin codes and entries

Marketing and technological deliverables included:

- Announcement and engagement emails
- Announcement and extension of program videos
- Launch kit
- Customized website which featured reporting, tracking and a winners page
- Spin-to-Win game which participants could spin to win either Bronze, Silver, Gold, or Platinum level prizes
- Survey and final report for the client



PARTICIPANT FEEDBACK

- **90%** found campaign communications to be timely
- **87%** found their participation in the promotion rewarding
- **84%** found playing the Spin-to-Win game easy
- **82%** found the claims website navigation easy
- **74%** thought about the client more often during the promotion
- **8 out of 10** were satisfied with reward offerings

“Hope that another program like this starts again because I stopped pushing competitors’ products because of this program.”

“This is the first vendor promotion that was fueled by sales that I have not only participated in, but felt was worth my time trying to sell to the customer and upload onto the site. This was a great experience, and I would love to participate again.”