



THE INDISPENSABLE GUIDE TO REWARDS

**Your definitive resource on today's most popular
and innovative reward products**



FOR EVERY
INCENTIVE PROGRAM,
THERE'S A PERFECT
REWARD STRATEGY

There's never been a more rewarding time

(no pun intended) to be an incentive program participant. Where there used to be a only small handful of rewards to choose from, there are now hundreds.

Yes, hundreds. (Hawk Incentives offers more than 700 now, and we're not even close to done.)

At the same time, technology has enabled incentive program solutions providers like us to develop whole new categories of rewards, offering benefits like greater flexibility, and even portability. (*Hello, digital wallets!*)

To help you better understand all the options available to you—and make strategic use of them—we created this easy-to-use reference guide. By the time you reach the end, you'll have a crystal-clear picture of the options at your disposal, which will enable you to offer hyper-relevant and targeted rewards. And you'll be one step closer to crafting a rewards strategy that inspires action, and delivers results.

LET'S GET STARTED!





PREPAID CARDS

Ideal for large corporate incentive programs, these cards from major networks allow your program participants to choose how to spend their reward (a giant leap forward from the days of only getting to select from a small catalog of preselected merchandise!).

If you work with an experienced prepaid card program manager, they can help you configure a card and delivery mechanism that creates a fully branded experience and offers maximum marketing return, making it a high-impact reward for both your participant and your program.

There are several types of prepaid cards to choose from, depending on your objectives.





PREPAID CARDS: OPEN-LOOP

The most flexible type of prepaid card, open-loop cards offer the broadest appeal. Their near-universal acceptance (anywhere the issuing card network is accepted) means cardholders can redeem them for just about anything imaginable. When you offer an open-loop card, you're essentially offering the cardholder the very thing he or she has been wanting.

A PREFERENCE FOR PREPAID CARDS

According to Hawk Incentives research, **people prefer prepaid cards** over all other reward options, at all dollar values.

Source: A Hawk Incentives rewards preference survey of 1,022 smartphone-owning Americans completed by Leger online between February 10 and 28, 2017. A probability sample of the same size would yield a margin of error of +/-3.07%, 19 times out of 20.

PREPAID CARDS: DIGITAL OPEN-LOOP

Think of this reward as an open-loop prepaid card with a double-shot of espresso. The digital version offers the flexibility and appeal of the physical card, but with the added benefits of speed and digital convenience. Digital open-loop prepaid cards can be:

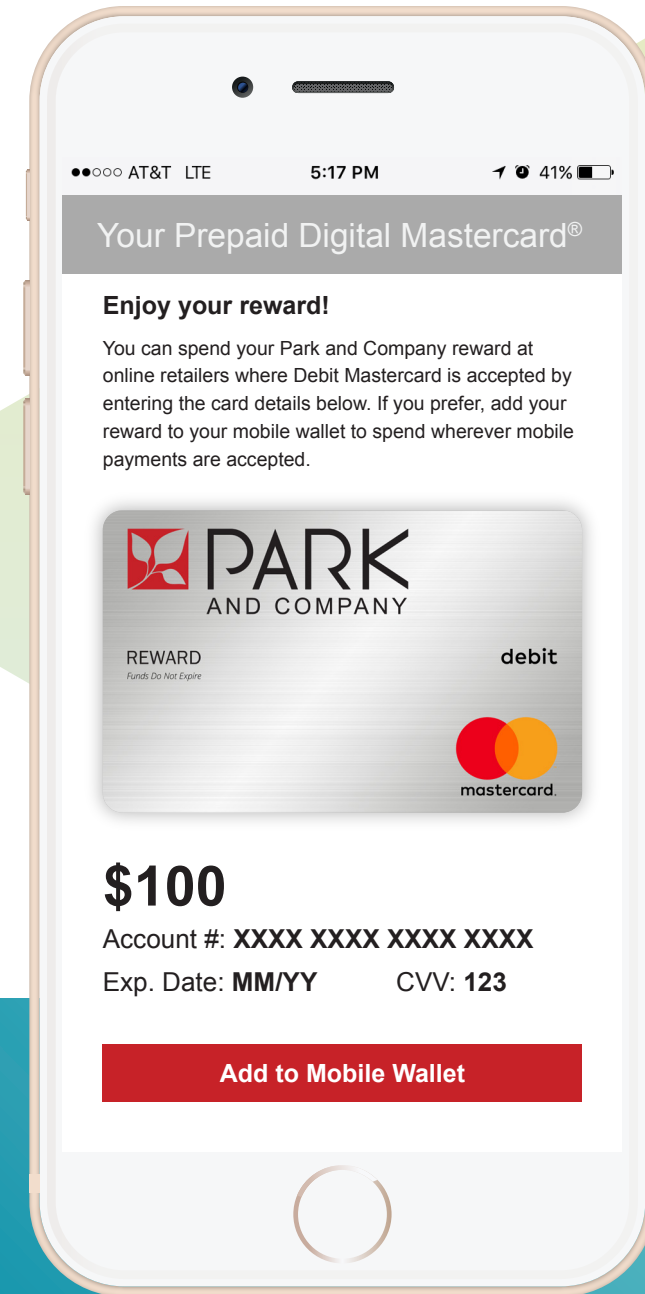
- **ISSUED FASTER** (because they're virtual)
- **RECEIVED FASTER** (because they can be sent via email)
- **REDEEMED FASTER** (because getting a prepaid card via email is like walking into the world's largest shopping mall and being handed a physical card, only better—because you can shop in your PJs)

The **Mastercard® Prepaid Card** from Hawk Incentives is a digital open-loop card that can be provisioned to mobile wallets. This card lets the bearer make a partial purchase, then complete the purchase with an alternative funding choice (as accepted by merchant), giving him more ways to spend his reward—either online or in store, or a combination of both.

FAST IS GOOD

Our research revealed that **92% of reward recipients** would be very happy to receive a reward within one week, compared to 31% who would be very happy with a four-week turnaround.

Source: Blackhawk Network, Branded Value study, 2016.





PREPAID CARDS: MULTI-MERCHANT

Here's where it starts to get fun. Multi-merchant reward cards are network-branded cards that let you direct cardholder spending to **a specific category or group of merchants**. For example, you might use a multi-merchant card to offer your program participants a "Health & Wellness" themed card, redeemable at a collection of gyms, spas and health supplement retailers.

Your rewards program manager may have a selection of pre-filtered, themed card options for you to choose from, or you may be able to create your own. If you like to change up your program using seasonal campaigns, the latter option gives you a lot of creative latitude, so be sure to ask what's available.

THE MAX CARD

Hawk Incentives' MAX prepaid card is an example of a **pre-filtered multi-merchant card**. Powered by our patented DirectSpend® merchant filtering capabilities, our MAX card is a prepaid card that gives your program participants the opportunity to spend it at approximately 160 participating US retail, dining and travel/entertainment merchants. The MAX card is also available for Canadian programs, featuring approximately 90 participating Canadian merchants. It's an affordable option that can help you stretch your incentive program budget.



PREPAID CARDS: FIVE BACK OPTION

To create the crème-de-la-crème of rewards, combine an open-loop prepaid card with Hawk Incentives' exclusive Five Back™ option. A variation on popular percentage-back credit card promotions, our patented Five Back option offers the universal spend that participants love, plus the bonus of five percent of the total purchase* back in the form of credit applied to the card when used for goods or services at a participating merchant location. The list of leading merchants participating in the program is long and growing, and includes many popular retailers, restaurants and more.

**Signature-based purchases only.*

MORE BANG FOR YOUR BUCK

The Five Back option lets you give wellness program participants a higher-value reward **without increasing your program budget**. Visit MyPrepaidCenter.com/site/5-back to see a list of participating merchants and terms.



PREPAID CARDS: INSTANT-ISSUE

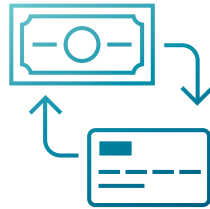
Instant-issue cards are prepaid cards that are delivered in bulk, inactive and unfunded. When a card is ready to be issued, it can be loaded and activated instantly through an online portal, and handed to the participant, ready to use. The person typically doing the loading and activation is a manager, agent or other authorized user.

This type of reward is perfect for use at events like trade shows, or as on-site employee or consumer incentives. They eliminate the theft risk associated with storing “live” prepaid cards on site, and allow the agent to customize the load amount for each card.



À LA CARTE PREPAID CARD FEATURES

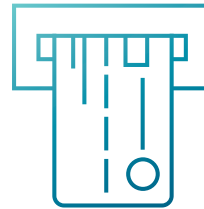
When you're working with prepaid cards, some nice-to-have options are available. Be sure to ask any potential rewards provider if they offer options like:



SINGLE-LOAD VERSUS RELOADABLE

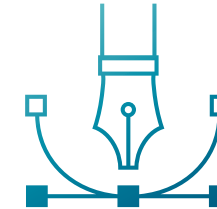
The most common type of prepaid card is known as a **single-load card**. This card is designed to be funded once and used until the card expires or the funds are depleted.

By contrast, a **reloadable card** can be used more than once, and is ideal for an incentive program that offers participants ongoing opportunities to earn and accumulate rewards as milestones are met.



ATM ACCESS

If desired, ATM access can be added to certain prepaid cards, including some international cards.



CUSTOMIZATION

If you're going to the trouble to create a card for your program, why not really make it yours? Custom-branding gives your reward card extra punch.

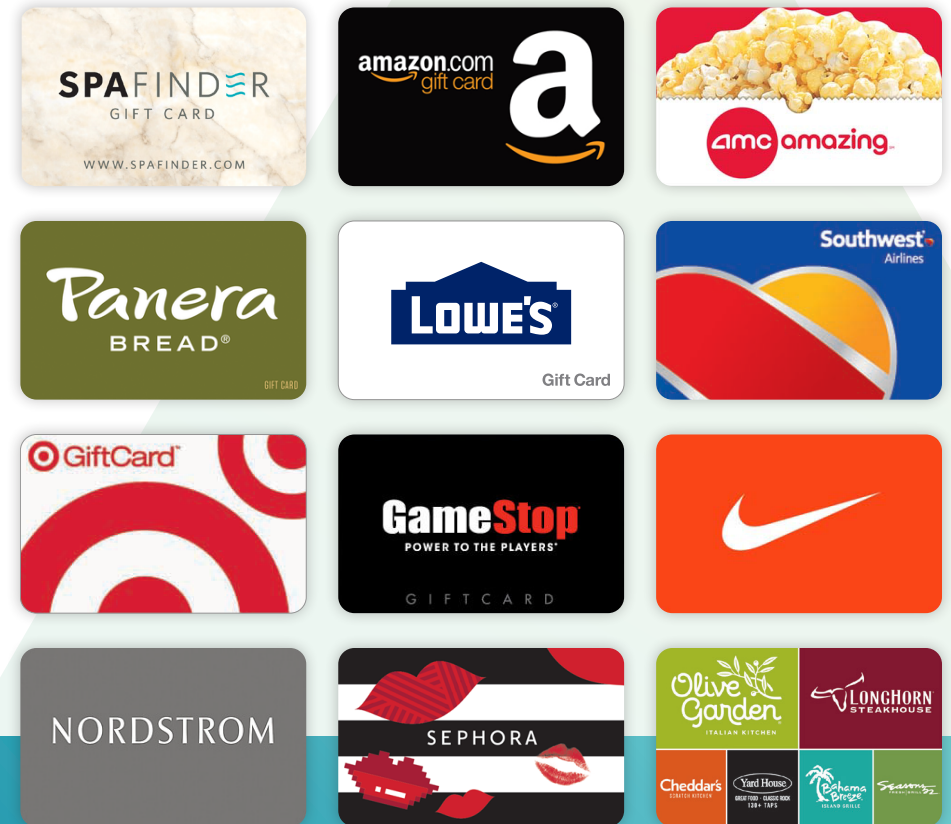
TIP:

You'll want to work with a provider that understands the importance of following brand guidelines to the letter. This is your opportunity to put your brand right in someone's hand. The approach is only effective, however, if the card strictly follows your brand guidelines. And be ready to supply your vendor with high-resolution files of your logo and any other proprietary brand images you want to include on your card.

GIFT CARDS

Also known as **single-merchant cards**, gift cards are often the ideal choice when you're focused on a specific strategic goal; for example, you could support a beach-themed promotion with a gift card to a seafood restaurant. This is the card consumers everywhere know and love as the perfect gift for any person and any occasion. It features the branding of a specific retailer or restaurant chain, and is always a single-load card.

Hawk Incentives offers more than 285 different gift cards in the US and more than 150 in Canada.



TOPS IN GIFT CARDS

The most requested gift card categories include Home, Apparel & Accessories, Department Stores, Personal Care and Food & Beverage. For reward values of \$100 to \$500, women prefer Department Stores, Big Box Retailers and Clothing Stores. For rewards above \$100, men prefer the Electronics and Home Improvement categories.

Source: A Hawk Incentives Rewards Preference survey of 1,022 smartphone-owning Americans completed by Leger online between February 10 and 28, 2017. A probability sample of the same size would yield a margin of error of +/-3.07%, 19 times out of 20.

EGIFTS

eGifts are gift cards that can be delivered electronically via email. These versatile rewards can be used online, scanned from a mobile device or printed out and used in-store.

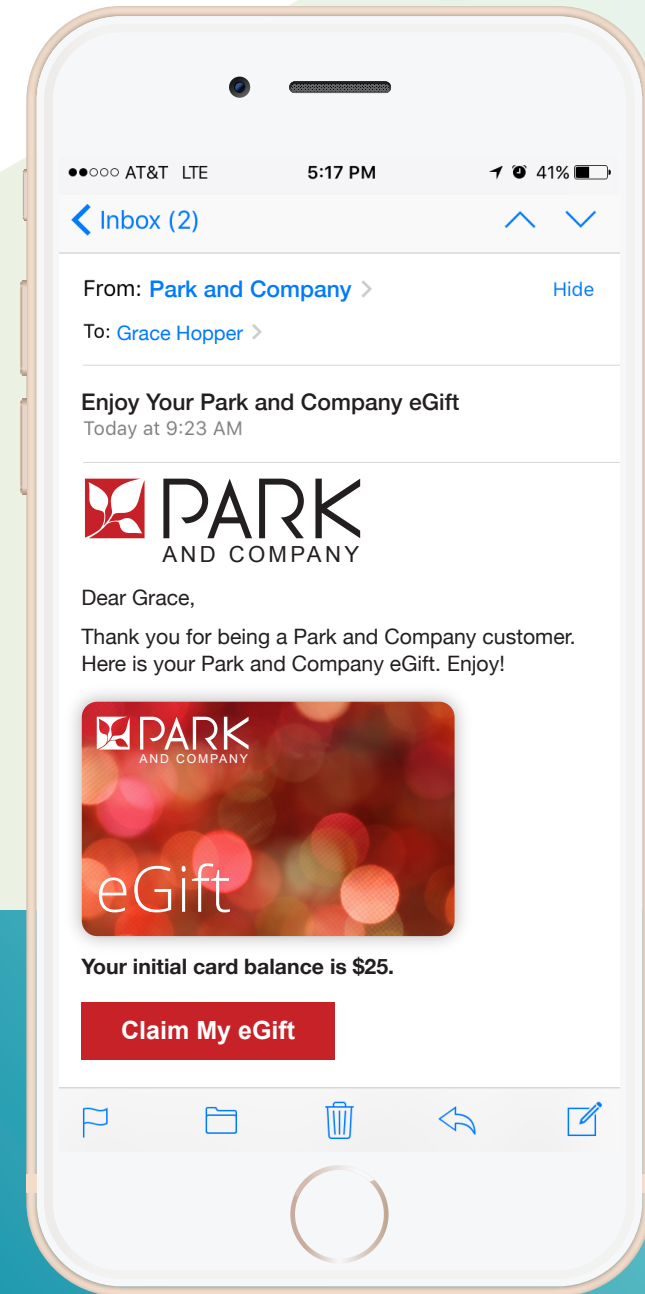
Hawk Incentives offers more than 165 egifts in the US, more than 60 in Canada and more than 600 around the globe.

ONE TO WATCH

Keep your eye on the egift trend as more consumers make the transition to digital wallets. The global mobile wallet market is already estimated at **\$113.5 billion**,¹ with **55% of consumers** having made at least one wallet payment.² It's easy to see how this reward option could ultimately surpass physical gift cards in terms of desirability.

1. Pandal, Natraj, "Mobile Wallet and Payment Technologies: Global Markets." June 2016, BCC Research.

2. Auriemma Consulting Group, "Consumer Mobile Payment Trends." June 2015. ChangeWave Alliance, 2015. Wristly Survey US and UK, 2015.



GLOBAL REWARDS

When your program extends beyond borders and across oceans, additional considerations come into play. For a reward to appeal to a global audience, you have to ask yourself questions like:

- **Will people who live in Country X find it desirable?**
- **If they do, will it be easily redeemable for them?**
- **How can we deliver the reward in a timely fashion?**

Global rewards are designed with all of these factors in mind. So when you're talking to prospective providers, your best option is the one that has experience fulfilling globally, and has deep knowledge of which rewards perform best in each of your desired markets.

Looking for a rewards provider with international *savoir faire*?

Consider Hawk Incentives:

- We are capable of delivering rewards to more than 170 countries
- Our open-loop virtual rewards are available in 45 countries and territories in US dollars
- We provide customer support for open-loop virtual rewards in 10 different languages via web chat and call centers, and email support in 35 languages



ECODES

One of the smartest reward options for use with incentive programs is the ecode. An ecode is a virtual reward code that's delivered and redeemed digitally in a customizable gift card mall, addressing multiple concerns in one fell swoop:

- **No printing or card production costs**
- **Instantly redeemable**
- **Broad appeal and choice**
- **Brandable experience**

ONLINE GIFT CARD MALLS

While gift catalogs have been around for a while, the online version is pretty slick, offering an array of physical and digital gift and prepaid card options. It offers the redemption variety your participants desire, and can be tailored to suit your audience.





DIRECT PAYMENTS

Direct payments have been around for a long time, and for good reason. The category includes check issuance, ACH/direct deposit and other forms of payment. You may be tempted to bypass them for flashier options, but keep in mind that some of your reward recipients may still prefer them. Even if you think you don't need a provider who can deliver direct payments, it's a good idea to have the option available to you.



MERCHANDISE & CARD CATALOGS

When you think "catalog," you probably envision the printed version. But merchandise and gift card catalogs are also available online. While not as prevalent, these catalogs still have a place in a comprehensive rewards strategy, particularly with programs tailored to participants who respond to more "aspirational" reward choices.

If you're designing an incentive program for an affluent audience, a catalog of quality, high-end merchandise and gift cards featuring luxury brands may be just the ticket.

WE CAN HELP

With so many reward types, customization options and delivery mechanisms available to you, you may feel a bit overwhelmed. But that's exactly why you look to partner with an incentive program solutions provider.

At Hawk Incentives, we understand that rewards program managers like you come to us for our expertise and guidance as much as for our solutions.

If you'd like to dive deeper into any of the reward types discussed here, please get in touch with us. We'd love to help you formulate a rewards strategy that will produce real results.

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START A CONVERSATION

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ABOUT HAWK INCENTIVES

Hawk Incentives, a Blackhawk Network business, is a leading provider of rewards and incentives to organizations across the globe, including many of the Fortune 500. We power an inspiring brand experience with proven delivery of customized rewards for consumer, employee, sales and channel incentive programs. Our expansive rewards portfolio includes multiple patents and industry firsts, including digital and mobile rewards. To learn more, visit www.hawkincentives.com.

Hawk Incentives, headquartered in Lewisville, Texas, is a division of Blackhawk Network.

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Five Back Bonus Terms & Conditions: *Cardholders receive a bonus back on the card in the amount of 5% of all signature-based purchases made at participating merchants, as listed at MyPrepaidCenter.com/site/5-back. PIN-based purchases, purchases made at participating merchant locations outside of the US, and purchases of gift cards made with this card, may not be eligible for 5% bonus calculations. Bonus funds will be added to the balance on the card within 10 days following purchase, dependent on merchant settlement. Bonus funds become part of the card balance and are treated as such for purposes of card and/or fund expiration. Qualifying purchase, participating merchant settlement and bonus transaction must occur prior to card valid-thru date. Only the amount of a transaction applied to the card at participating merchants is eligible for the bonus. If a transaction involves the card plus a supplemental payment method, the portion of the transaction applied to the supplemental payment method is not eligible. Credit transactions may result in a reduction in bonus funds. Bonus funds will be rounded to the nearest one-hundredth of one dollar. Eligible to US residents age 18 and older. Specific merchant terms and conditions may apply. Blackhawk Network is not responsible for delayed merchant settlements. Participating merchants subject to change. Bonus award is subject to termination or change at any time without notice. See website for most current participating merchants, terms, conditions and limitations. Five Back Bonus offer is not a MetaBank product or service nor does MetaBank endorse this offer. It is not a requirement of card use.*