

Employee Holiday Gift Guide:

# How to Gift Smart in 2022

Selecting the perfect holiday gift for all your employees is no easy feat. With so many different interests and preferences, how can you give the gift that pleases all?

That's why Blackhawk Network went straight to the source and surveyed employees in the 2022 Holiday Branded Pay Study. Read on to discover what employees want and expect from their employers so you can gift smart in 2022.

## The Expectation Gap

Giving the right holiday reward is no longer a nice-to-have; it's a must-have to attract and retain top talent.



### What's the Least Useful Holiday Gift You've Received?

A poinsettia

An award with my boss's name

An award with my company name misspelled

A desk organizer too large for my desk area

Gift card for restaurant 30 miles from home

A fruitcake and a bottle of water



## Skip the Holiday Party

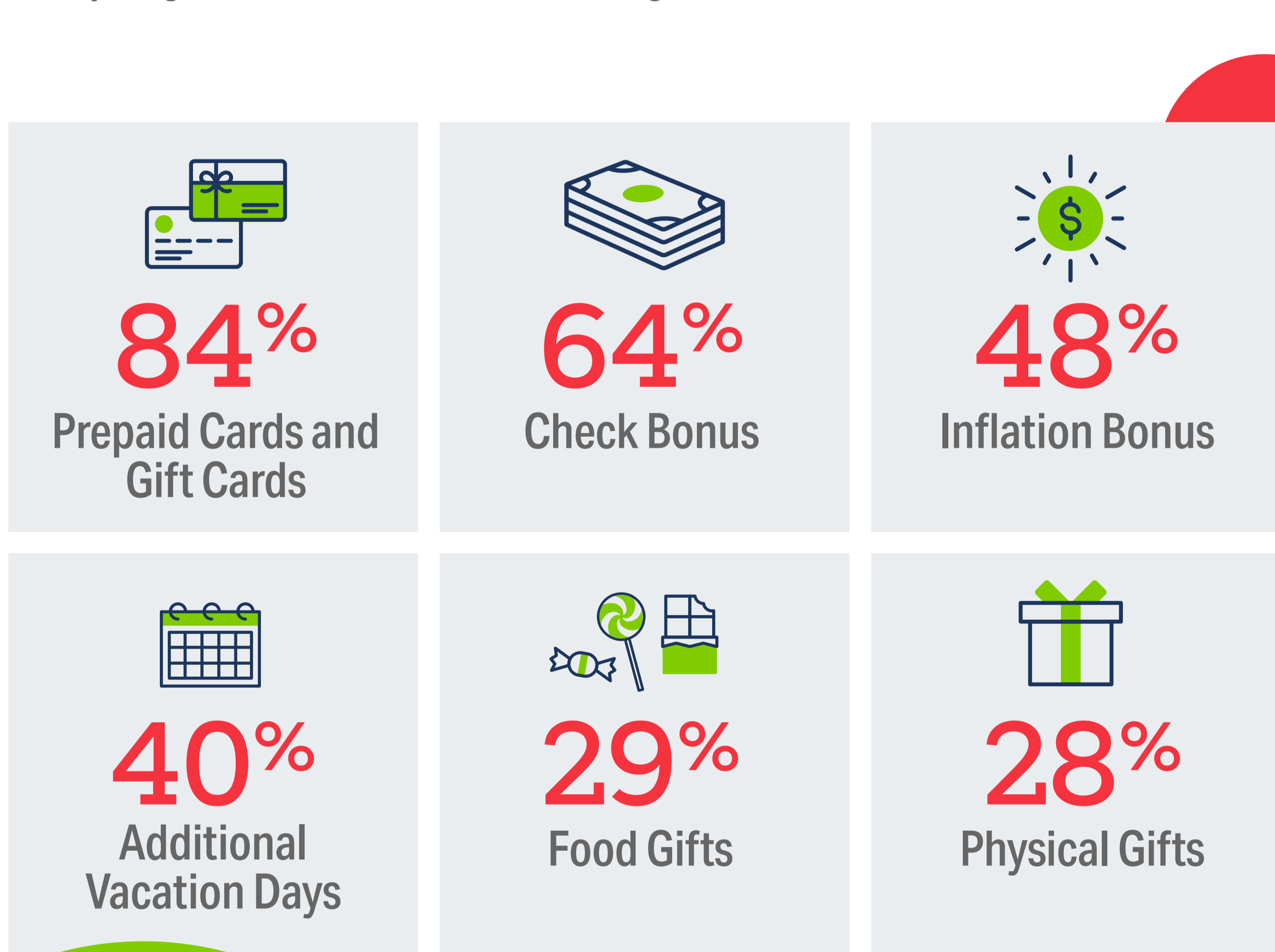
**2%**

Only 2% chose a holiday party as their preferred holiday reward



## Top Holiday Rewards

The days of giving holiday gift baskets have passed. **Bottom-line:** employees want gifts that provide them choice and flexibility. Here are some of employees' favorite holiday rewards:



**PRO TIP:** Mastercard® and Visa® prepaid cards are the **#1 requested cards.**

## Ready to Gift Smart?

Call 866.353.4877 or visit [BlackhawkNetwork.com/Holiday](https://BlackhawkNetwork.com/Holiday).

For existing customers, visit Hawk Marketplace to place your order.