



## Standard Program Package

### Online-Software Licence

#### Program Set Up\* including:

- Branding: your logo and brand colours
- Participants: unique logins and passwords
- Manager access: login and ability to view participants results and redemption activity
- Program Type, select from:
  - All participants rewarded on base KPI achievement
  - % or units achievement above pre-determined target rewards
  - Specific number of reward winners allocated
  - Employee Milestone Recognition
- Program results (KPI's, Sales targets and Recognition achievements)
- Program results into points/dollars calculation
- Shopping cart for participants to redeem their points/dollars earned

#### Tracking and viewing results

- As Participant: Tracking summary and history of KPI's, Sales and Milestones
- As Manager: tracking summary and history of participant's by states, teams or individual participant (this reports are downloadable)

#### Catalogue

- Choose what you want in your catalogue from our categories and subcategories
- Add 10 additional items of your choice, i.e. your company merchandising, products or any item we don't currently offer
- If you would like to have different catalogue items or a different reward, talk to us as Motive8 is flexible and can accommodate a variety of reward types within the standard package (as a ballpark, to change the catalogue items substantially our charge out rate is \$100 per hour)

### Program Monthly Management

#### Redemptions

- All process and placement of orders for items selected is included
- Coordination of rewards' delivery to recipients
- Delivery tracking reports
- Confirmation of deliveries

#### Administration

- Upload of all client assets such as logos, participants databases and targets
- Upload of KPI or Sales targets and results
- Catalogue updates
- Online program databases management

| Number of participants | Annual Standard Package | Monthly Management |
|------------------------|-------------------------|--------------------|
| 0-50                   | \$2,500 per annum       | \$500 per month    |
| 51-150                 | \$3,500 per annum       | \$1,000 per month  |
| 151-250                | \$4,500 per annum       | \$1,500 per month  |
| 251+                   | Negotiated              | Negotiated         |

Rewards and delivery charges are not included

\* Program Set-Up: please note, additional program setup, structures, training, surveys and reporting are available to enhance the standard package (our software is flexible to meet your requirements). The costing for these additions would be provided upon scoping your full requirements and objectives.



## Communications Standard Package

To drive your incentive program successfully communication is critical.

You need to tell your participants what your program is about and get them excited to be part of it, so a launch printed flyer or an eDM (electronic Direct Mail) is essential. This launch piece will provide all your program information such as program period, requirements/criteria, reward offering along with your terms & conditions.

Each month all participants would then receive an eDM update of the program. This will summarise their individual results and achievements, as well as provide relevant company and/or program information to keep your program front of mind.

At the conclusion of your program it's important to let everyone know what happened. Therefore a final results communication should be sent out and this would be done via an eDM or a personalised letter (standard A4 letterhead). This also gives you an opportunity to communicate directly with your participants with a good news story as you announce the effects the program has had along with the winners/achievers and the reward redemption process.

Additional communications and other functionalities can be added into your program. For example SMS messaging, interactive HTML emails, voice messages, incentive games, surveys, quiz, mobile applications and social media etc. call us to discuss your ideas and requirements.

| Communication Piece Description     |   | Participants |          |           |
|-------------------------------------|---|--------------|----------|-----------|
|                                     |   | 0 – 50       | 50 – 100 | 101 – 250 |
| <b>Database</b>                     | Set-up of database for program communications   | \$100        | \$100    | \$100     |
| <b>Print Launch</b>                 | Launch flyer (A4 folded into A5 template) full colour, printed double side with C5 addressed envelope               | \$500        | \$750    | \$1,250   |
|                                     | Postage cost based on maximum numbers. Only charged on exact number posted. Cost as per Australia Post regular mail | \$60         | \$180    | \$300     |
| <b>Online Launch</b>                | Or – Launch eDM (Template Based)  | \$50         | \$150    | \$250     |
| <b>Monthly Message (*per month)</b> | Monthly eDM with program results and your text (template based)   | *\$50        | *\$150   | *\$250    |
| <b>End of Program Results</b>       | eDM announcing final results, program winners and/or achievements (template based)                                  | \$50         | \$150    | \$250     |

Note: Logos and written content will be provided by the client; results content will be provided from the program databases and AD+INC can provide copywriting at \$100 per hour for individualised text within a piece of communication.

Fully customised options for the above are also available. Let us help you scope your communication requirements and provide you with a full cost.