

Business/Industry:

Retail  
Employer

Target Audience:

Employees

Type of Promotion:

Motivate Employees  
Recognition Program  
Promote Quality

Products:

Plaques  
Badges  
Certificates

Method of Delivery:

Internal Distribution

Theme:

A recognition program was combined with incentives to stimulate employee attention to attendance, punctuality, training programs, customer service and leadership. Individuals chosen as "Manager of the Year" and "Employee of the Year" were presented with a walnut plaque, a badge and a two-week trip to Hawaii. The store of the year was awarded a plaque and employees received certificates. There were also monthly awards that involved badges and framed certificates. Employees of the national and regional stores of the month received buttons (copy: "We're No. 1") and certificates. To be selected employee of the month three or more times admitted the individual to the Founders Club, an achievement recognized by a button, certificate and letter from the president. The communication manager reported that the program increased employee morale and dedication, and instilled a sense of pride which had a positive effect on customer relations.

(M) PPAI Merit Award Winner