

Retailer Reward Certificate

Industry Information:

- Gift Cards have moved to the forefront of the consumer purchasing experience and the comprise consumers' top holiday purchases.
- Major retailers currently account for 70% of all gift card sales.
- According to Stored Value Systems, 80% of U.S. consumers said they would rather receive a gift card to their favorite retailer than any other kind of gift.
- TowerGroup, a research and advisory service, projects gift card sales of \$97 billion in 2007.
- According to a recent Deloitte Consumer Survey, for the first time since their inception, gift cards will replace apparel as the gift purchase of choice.



Description:

Custom branded for your organization, a Retailer Reward Certificate awards the recipient a gift card of their choice from a broad selection of America's favorite shopping destinations. This great gift is perfect for any customer and can be tailored to include those retailers best matching your customer demographic. Available in \$10, \$20, \$25, \$50 and \$100 our fine retail partners include:

- Linens-n-Things
- KB Toys
- Bass Pro Shops
- CVS Pharmacy
- Macy's
- Marshall's
- TJ Maxx
- SunGlass Hut
- Lane Bryant
- Barnes & Noble
- Brooks Brothers
- Nine West
- A Pea in the Pod
- Mimi Maternity
- Motherhood Maternity
- Home Goods
- Sally Beauty Supply
- Harry & David
- Gap
- Old Navy
- Banana Republic
- PGA.com

Retailer Reward Certificate:



Each Retailer Reward Certificate will be branded with your company's logo and a message tailored to your customer. Every Retailer Reward Certificate awards your customer a gift by simply dropping the gift redemption card in the mail. There is absolutely no cost to your customer for the gift, the shipping of the gift or even the postage on the gift redemption card. Retailer Reward Certificates are simple, effective and easy for your team to deploy.

- Fully unfolded 6" wide x 12" tall
- Folded, the Gift Card is 6" wide and 4" tall
- Hi gloss and coated for the highest level of professionalism and presentation
- Includes a selection of gift cards from which a person may choose
- Includes business reply mail

Services provided with Retailer Reward Certificate program:

The program is all-inclusive and turnkey

- Licensing Approvals for all marketing collateral
- Graphics creation and printing of Retailer Reward Certificate
- Shipping of finished Retailer Reward Certificate
- Gift Redemption Card business reply mail (prepaid postage) for the recipient
- Redemption Card data entry and results tracking
- Gift sourcing, inventorying and fulfillment, including shipping and handling charges
- Licensing rights and image usage approval for signage, ads, mailings and other displays
- Handling of any customer service issues that may arise