



CREATIVE MARKETING: MORE THAN JUST PRETTY PICTURES.

When it comes to incentive marketing programs, effective communication is critical. Successful communications help build enthusiasm and excitement, keep participants engaged, establish campaign brand images that build good will and equity, and infuse your program with valuable momentum as the campaign rolls out. Experience has shown that compelling communications between you and your program audience has a direct correlation to capturing both mind share and market share.

At HMI, our creative services team works closely with you to understand your customers' demographics so we can develop, plan and execute an incentive marketing campaign that engages your audience and promotes maximum participation. Based on our findings, evaluation, and brainstorming sessions, we develop a program theme, create a campaign logo, develop supporting material strategies, and design targeted print and audio-visual materials with a goal of maximizing your programs' message and opportunities. With a combination of print, web, direct mail and e-mail communications, we market innovative incentive programs that will resonate with your customers and consistently remind them of the benefit of doing business with you.

HMI CREATIVE SERVICES EXPERTISE

At HMI Performance Incentives, we have an in-house creative professional team consisting of communications and branding experts, web and print designers and copy writers that work to build and manage full-service incentive programs. We use personal service to develop successful incentive strategies for Fortune 1000 companies that increase sales, market share, loyalty and profits. Based in Boston, HMI provides client services in over 80 countries worldwide.





OUR CREATIVE SERVICES INCLUDE:

- > Campaign marketing, planning and execution
- > Campaign brand identity and strategy
- > Campaign website design and implementation
- > Incentive program promotional strategies
- > E-mail marketing strategies and execution
- > Graphic design
- > Audio/visual marketing
- > Automated calling marketing
- > Direct Marketing – Print collateral/brochures
- > Copy writing

ABOUT HMI PERFORMANCE INCENTIVES

With over 30 years of experience, HMI Performance Incentives (HMI, Inc.) is a leading full-service performance improvement company focusing on channel loyalty initiatives, sales/customer incentives, employee engagement programs, and group travel. HMI's tailored strategies help numerous Fortune 1000 companies increase company sales, improve market share, enhance loyalty, and generate profits. Based outside Boston, MA, HMI continues to expand its global presence, offering client services in over 80 countries worldwide.

"We are very pleased with HMI and the results of our rewards program. HMI has been very responsive and creative in providing solutions to drive program results. It is clear that we made the right decision by partnering with HMI. In fact, we have extended our relationship for another two years of success. HMI's dedication and attitude make the difference, and I highly recommend them."

VP Sales & Marketing