

Short Term Promotions

Drive focused activity to grow your business.

Looking for a short-term incentive program or sales promotion? Move the needle by tapping into HMI's games of chance, sweepstakes, contests, and plateau programs. Whether they last one week or span multiple seasons, short term promotions can help motivate buying and selling behaviors, increase visibility of specific products, and reward loyal participants.







What is the power and opportunity of a short term promotion?

- Encourage participants to buy or sell increased volume of specific products
- Drive purchase or sales during a qualified time period
- Expand levels of participation with additional quantities and/or products
- Add excitement and sizzle to active programs
- Create added value to current programs and campaigns
- Reward loyal participants with bonus earning opportunities
- Refresh long term and ongoing programs and partnerships

Which short term promotion will work best for my program?

Specific short term executions are recommended based on the collection, definition, and review of the following:

 <p>Primary goals and objectives for the promotion Increasing sales or purchases, rewarding behavior, expanding levels of participation, etc.</p>	 <p>Audience Size, demographics, tiered groupings, etc.</p>	 <p>Awards model Frequency and awarding periods, percentage of audience to be awarded, term of promotion</p>	 <p>Budget Approximate, if not exact</p>
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What are the components of a successful short term promotion?

<p>1</p> <p>Promotion Strategy Investment levels, game odds, rules (legal)</p>	<p>2</p> <p>Marketing Creative theme and design, promotional website, promotional materials</p>	<p>3</p> <p>Promotional Engine Game of chance, sweepstakes and contests, plateau program</p>	<p>4</p> <p>Award Fulfillment Awards, product delivery, customer service</p>
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HMI is experienced in providing full-service promotional coverage for all components above, as well as available to mix and match services based on your specific component needs.

How do short term promotions work?

Participants earn for hitting predetermined sales/purchase goals, participating in online training, registering into a new program, or other qualified activity, as follows:

GAMES OF CHANCE

- Participants earn Play Code(s)
- Earning period(s) are defined with Play Sessions starting after data collection and assignment of codes
- Each Play Session begins shortly after earning period and is relatively short to keep energy and excitement of the promotion focused for maximum impact
- Awarding of prizes is completely random

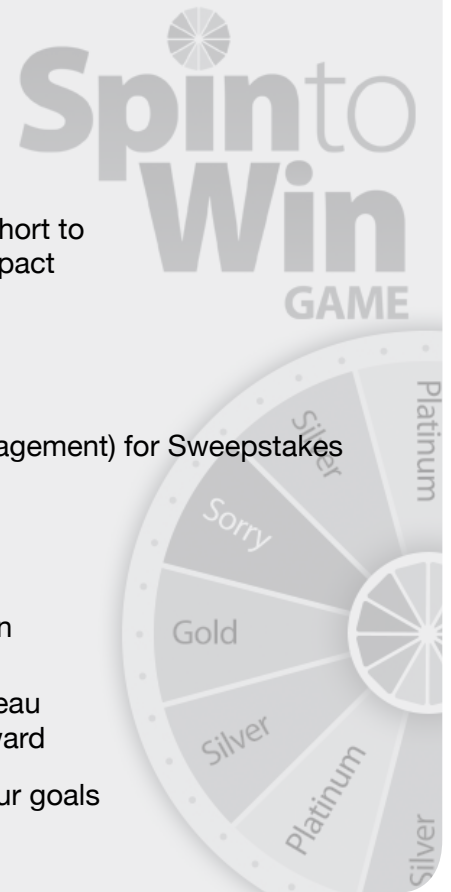
SWEEPSTAKES and CONTESTS

- Participants earn Sweepstakes or Contest Entries
- Prize winner(s) are selected at random (or at time of an Instant Win engagement) for Sweepstakes
- Prize winner(s) are based on defined qualifications for Contests

PLATEAU PROGRAM

- Participants earn an Award
- Each participant is provided with a unique code/certificate number upon successfully completing a defined task(s)
- Participant enters the unique code/certificate number at promoted Plateau Program website to access the prize suite and redeem the preferred award

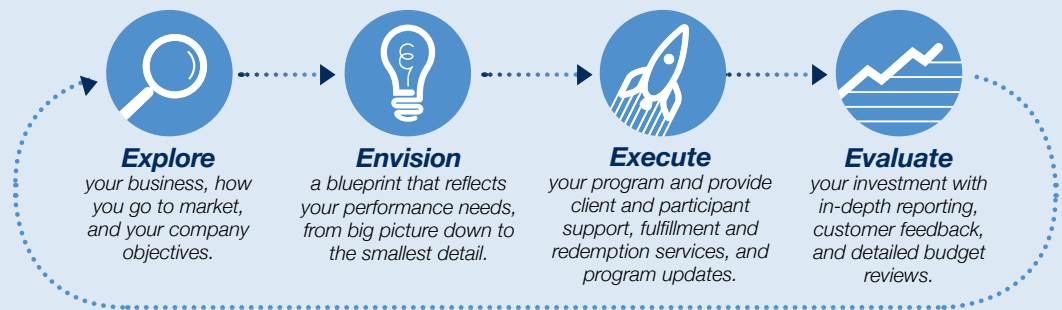
For all of the above, the number of prizes/awards is ultimately based on your goals and budget, in conjunction with established success metrics.



How will HMI work for you?

When you call on HMI for incentive solutions, we make your success our top priority. We promise you a dedicated partnership offering full-service performance improvement that honors your trust, values your collaboration, and takes you where you want to go.

The key to achieving success and keeping our promise to you is the **HMI Excellence Approach** – a four-stage process to ensure excellence and lock in results.



HMI Excellence Approach



Founded in 1980, **HMI Performance Incentives** is a global leader in designing and implementing effective incentive strategies. We partner with you to create programs that increase sales and market share, accelerate customers' purchase frequency, strengthen brand loyalty, support product launches, differentiate channel strategies, and drive customer/employee engagement.

**Ready to go?
We're here to help.**

Visit us online at:
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