



Brand Safety Achievement Long Term Success



Challenge Logistical Problems | Low Valued Awards | Difficult to Administer

On an annual basis, Republic Services seeks to recognize and award each worker demonstrating safe work behavior at their year end banquet. Prior to 2010, Republic Services was gifting each safe worker a jacket on an annual basis. These awards were given out at hundreds of banquets located throughout the U.S. over a period of several months. This program had inherent logistical problems, with variable sizes and geographical challenges. And over time, participants began to lose enthusiasm for the award and ultimately, the program lost its appeal.

Solution Personalized Kits | Customized Packaging | High Valued Awards

Understanding Republic Services' objective to award each worker demonstrating safe work behavior annually with an award, All Star sought to uncover a unique way that the company could convey their sincere appreciation for the safe work efforts of their employees.

Working closely with the safety team at Republic Services, All Star Incentive Marketing® proposed the concept of giving each safe worker a safety kit loaded with several branded items which also included a jacket for those employees reaching a milestone year (1, 5, 10, etc.). In order for this new program to be well received, it was determined that the award kit needed to include high quality items that were custom branded for the program and were delivered in a memorable way. All Star and Republic Services started with a long list of awards to choose from and using employee input, arrived at kit items that would have the greatest appeal.

In 2011 the revitalized program was launched. The employees of Republic Services who demonstrated safe work behavior in 2010 received a safety achievement kit at their year end banquet. At the center of the offering was a stainless steel thermal bottle with a carry handle. Other items included sunglasses, a flashlight, hat, lapel pins, belt buckle, and patches (which could be applied to jackets that previously were awarded). All of the items were custom branded to carry the safety message and company brand. They were loaded into a custom four-color presentation box and the handle of the thermal bottle was used as the handle for the briefcase sized box. The box itself carried the message of the program graphically and it contained a congratulatory letter from the President of the company inserted on the front. Those that reached milestone years also received a special voucher redeemable for a jacket along with their kit during the presentation. The program was received with great enthusiasm and the safety kit concept was repeated for years to follow, each featuring unique custom branded items.



Republic Services | The Power of Engagement

2011



Results Enthusiastic Employees | Easy Administration | Memorability

The results were extremely positive for the revised program. Participant comments on the kit idea affirmed the new award strategy. Many participants mentioned that they retained not just the awards but also the box itself. Others immediately began speculating what may be in next year's kit and others started suggesting items.

Managers loved the offering as well, as it eliminated the problem of having the awards at the banquets on time. It also eliminated the difficult challenges of handing out sized awards, and it was seen as a unique offering and not just another jacket award.

2012



All Star handled every aspect of this project including the award sourcing and customization, the development of custom branding and packaging, the kitting and fulfillment process, and the program management and customer service support.

Since 2010, the employees of Republic Services have enjoyed receiving safety kits loaded with custom branded items at their annual banquet. All Star continues to work with Republic Services on an annual basis to uncover unique ways for the company to convey their sincere appreciation for the safe work efforts of their employees at their year end banquets.

2013



Brand identity has powerful impact. Custom imprinted, promotional products delivered in custom packaging create lasting impressions. All Star is committed to helping you recognize safety achievement throughout your organization. The perfect gift not delivered properly will not produce optimal long term results. With over 40 years of industry experience, All Star has access to over 250,000 items from over 5,000 suppliers.

2014



2015



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Engage.
Motivate.
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All Star Incentive Marketing® is committed to helping businesses grow and thrive by **ENGAGING**, **MOTIVATING**, and **REWARDING** the people behind their success. We do this by developing, implementing and managing powerful incentive and engagement programs that drive customer loyalty, employee motivation, sales, safety, and wellness. With a combination of proprietary technology, superior program management, outstanding customer service, unparalleled product sourcing and fulfillment capabilities, All Star maintains leadership in the incentive industry by helping clients exceed their business objectives.