



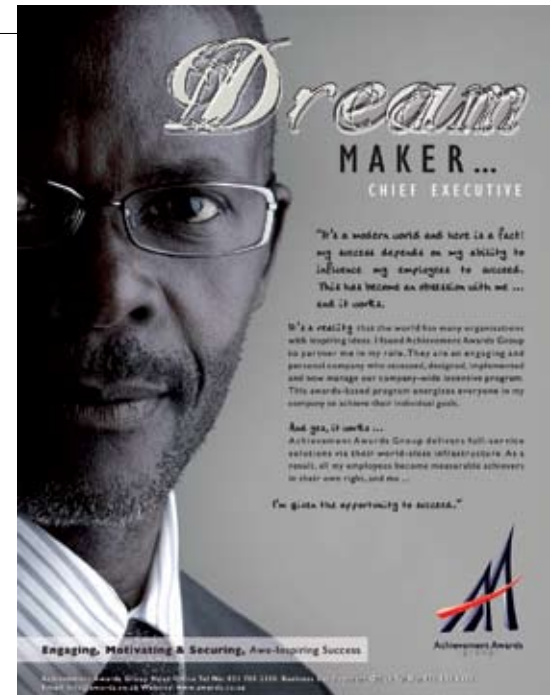
### Engaging, Motivating and Securing, Awe-Inspiring Success.

Your brand is only as good as the people behind it...and the people in front of your customers. A strong brand integrates multiple components, including customer interactions, employee communications, corporate philosophy and marketing efforts. If these components don't consistently reinforce your brand, customers become dissatisfied and business is negatively affected.

One of the most valuable assets for ensuring brand consistency, from the executive boardroom to the shop floor, is your people. This is especially true for service organisations, whose offerings are knowledge, experience and people, not concrete products. The challenge is to turn these soft issues into hard data, to translate values into measurable behaviours and so ultimately improve the bottom line.

#### Instil brand values

Achievement Awards Group (AAGroup), South Africa's leading full-service incentive and performance management company, understands



the importance of synchronising a company's internal and external common values and linking brand management with organisational attitude and behaviour. Their dedicated team of seasoned specialists include certified Human Performance Technologists who know what it takes to engage and motivate people, to get employees working harder and smarter and to keep customers coming back for more.

#### Drive performance

A strategically aligned incentive program is a powerful force for motivating performance excellence and sending a strong message about what is important to the business. AAGroup's incentive and performance improvement programs are based on behavioural theory, which recognises that people behave the way they do because of the consequences generated by past behaviour. And because you can't manage what you can't measure, programs are designed to give accurate measurement, detailed management reporting and a quantifiable return on investment.

#### A history of best practice

For more than 20 years AAGroup has helped companies increase sales, improve productivity, reduce costs and nurture brand loyalty. Their long-

standing client base includes blue chip companies from the finance, banking, automotive, oil, retail, healthcare and communications sectors.

### Full-service solutions

Achievement Awards Group offers a range of custom-designed performance solutions that cover businesses from workforce through to sales channel and end customer.

- Workforce incentives and recognition programs help attract and retain talent and build a strategically focused, performance-driven organisation.
- Sales and marketing incentive programs help motivate teams, drive sales and deliver a strong call to action through the channel.
- Group incentive travel is an awesome performance reward that helps build relationships, corporate culture and brand identity.
- Consumer sales promotions help generate short-term increased sales and alter long-term brand value through an ongoing dialogue with the market.
- Loyalty marketing programs amplify a company's brand promises and help build lasting customer relationships.

- Rewards procurement, handling and fulfilment are part of the in-house, full-service offering.

### Full Service capabilities

Achievement Awards Group provides all the elements of an engaging, motivating and rewarding incentive program.

- Assessment and research defines specific performance challenges and supports design of the right solution.
- Program design is customised according to sound behavioural theory.
- Launch and communications elements are designed and produced by an in-house creative team and tightly managed by a dedicated account team.
- Learning components are often required to drive behaviour change and may be easily integrated into any program design.
- Campaign management is run according to established processes and geared to deliver on time and to budget.
- Campaign support is managed by a skilled team of IT experts with resources to provide information system and database design, performance measurement design and processing, incentive points banking, redemptions, call centre and management reporting.
- Rewards and fulfilment services include in-house travel agency booking and ticketing, merchandise procurement, warehousing, handling and delivery.
- Program evaluation at key milestones ensures that programs remain dynamic and keep producing the desired results.

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