



# Improving distributor loyalty and growing market share

A high-profile international consumer goods company wanted to build loyalty in its local distribution channel and capture a much larger share of the domestic appliance market.

## The challenge

The brand was widely known and respected internationally, but had a very small share of the South African market. The challenge was to raise brand awareness, build loyal channel partner relationships and ultimately become a household name in high-end consumer appliances.

A further challenge lay with getting participant buy-in to a merchandise and travel incentive program. Cash incentives were the industry norm.

## Our involvement

Achievement Awards Group developed a Channel Incentive Program that included a wide range of partners at the wholesale and retail levels.

- The program included a comprehensive, relevant database of participants, so that the target audience could be reached through multiple channels from the start.
- Customised award catalogues and launch brochures were distributed to all participants, with a full explanation of the program rules and mechanics – i.e. what participants had to do, and what they stood to gain by doing it.
- Awards were weighted according to the goals achieved by the participants.
- Participants were incentivised according to specific products the client wanted to promote, so as to drive sales of a greater range of goods.

## Results

- The program helped increase the client's market share substantially in South Africa.
- Feedback revealed that participants had moved away from ordering cash awards, indicating a preference for the merchandise and travel options offered by Achievement Awards Group.
- Staff showed a greater degree of brand loyalty, which continued to increase for the duration of the program.
- Sales across the product range increased. Each year of the program's life saw targets exceeded.

## Vital statistics

**Product category:**  
Channel Incentive  
Program



**Number of participants:**  
100 - 1 000

## The Science and Art of Business and People Performance

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 Sales & Channel Incentive Programs