



The Definitive Guide to Employee Holiday Rewards

8 super-handly, budget-friendly employee holiday reward ideas

Wishing you a joyful (and convenient) holiday season

Every year, at companies of all sizes, some lucky person, committee or department is given the unenviable task of selecting the employee holiday reward. Since you're reading this guide, that person is probably you. You may feel overwhelmed at the thought, and it's understandable.

Today, the holiday season encompasses a broader range of meanings and traditions than ever before. So not only are you responsible for pleasing a lot of people, you're also responsible for making sure they all feel recognized.

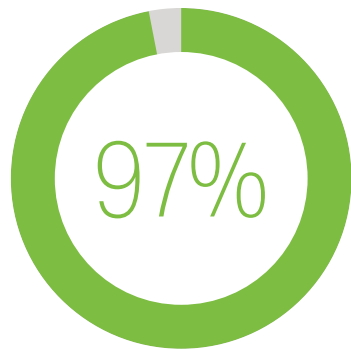
Relax. You've got an easy, convenient answer right at your fingertips—**8 GREAT IDEAS** for rewards that are purposeful and meaningful, easy to get and to give, and that won't hurt your 4Q earnings statement.



Get personal

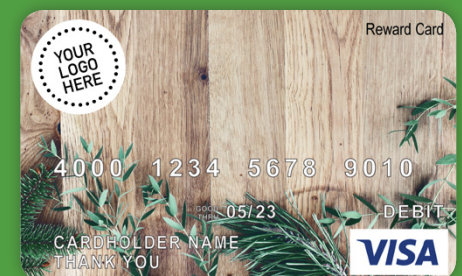
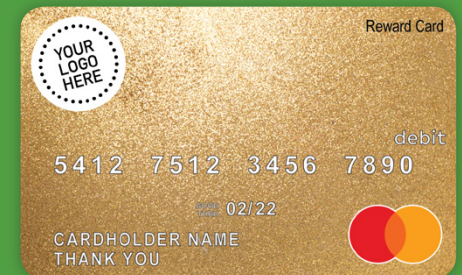
PREPAID CARDS are popular holiday rewards because employees can redeem them practically everywhere, including at both online and brick-and-mortar stores, and even through mobile apps.

On your end, it feels like a convenient, one-size-fits-all reward. For employees, the experience is, “I got exactly what I wanted!”



According to our Rewards Preference survey¹, 97 percent prefer prepaid cards over other reward options.

HINT: Prepaid cards offer some nice options for personalizing your message. Include the employee’s name on the card carrier, and have it embossed on the card, as well. In some instances, you can include a second line of embossing, which makes a nice spot for a “thank you” message or holiday greeting. You can also incorporate a custom image.



A new take on the holiday turkey

There was a time when an employer who wanted to express gratitude for his employees could easily accomplish this goal by sending them home with a nice Thanksgiving turkey. The message the employer wanted to send was one of thanks, and his wish for employees to enjoy a special day with their families.

Today—with so many different diets, cultures and tastes—that gift wouldn't fly (pun intended).

A GROCERY STORE GIFT CARD or holiday meal-themed prepaid card offer modern alternatives that deliver the same warm sentiment. These rewards allow the employer to participate in the time-honored tradition of putting food on employees' tables for their families to enjoy, while enabling each family to plan the menu.



Give them the gift of choice

Your employees are not all alike, and they all want something different. So reward them with the ability to choose exactly what they want. OmniCard has two card options that will give your employees the max amount of happiness—the MAX Mastercard® Prepaid Card and Happy Cards.

THE MAX MASTERCARD PREPAID CARD

New for 2019! This OmniCard reward has 150+ rewards built-in, giving your employees more than 150 choices of restaurants, retailers and entertainment venues. Plus, it can be personalized with the employee's name and a message that brings it all together.

HAPPY CARDS

This smile-inducing gift card gives your employees the option of using it at four to eight of the most recognized brands. Plus, you get to choose, too—Happy Cards come in many categories, including Happy Moments, Happy Dining and Happy Bites. Each card can even be used multiple times across the different merchants (up to the card value, of course).

The MAX Prepaid Card



Help them spend time together

Above all, the holidays are about being with loved ones.

For a lot of your employees, that means travel, which comes with some expenses that, naturally, tend to go up at this time of year.

Give them **TRAVEL-RELATED GIFT CARDS** that can help them make the journey home, and become the hero. There are lots of options to choose from, including lodging, airlines, gas stations and automotive services.



The new holiday bonus

If you can't spring for big holiday bonuses, how about a reward card that comes with one?

All **VISA® REWARD CARDS** from OmniCard offer all the spending options, fun and convenience of regular reward cards, but with a kick: When used at selected brick-and-mortar merchants, the cardholder receives 5% of the purchase in the form of funds added back to their Visa Reward Card. We call it **FIVE BACK™**. Your employees will call it a nice holiday bonus.

For more details (including a list of participating Five Back merchants), call OmniCard at 866.353.4877.

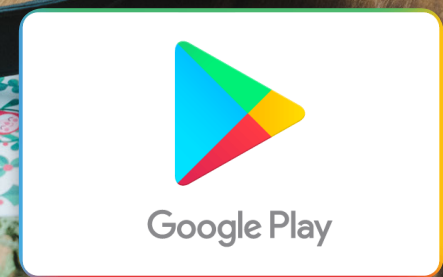


Brands shown are an example of participating merchants, subject to change.

6 Power them up

Electronics have been a popular holiday gift item for as long as they have been around. And now that smartphones, laptops and tablets have become so integral to daily life, they have broader appeal than ever. For this reason, a gift card or egift for an **ELECTRONICS RETAILER**, video game store, app store or **STREAMING SERVICE** makes for a far more flexible gift than you may think.

Beyond the appeal to employees who always have an eye on the newest gadget, it makes an excellent choice for parents and grandparents who will want to use it to supplement Santa's bag.



Show them you care

As convenient as merchant gift cards from OmniCard are for you to order, they're even more convenient for your employees. In fact, over half of the employees surveyed in one 2019 study said gift cards are the most convenient holiday incentive to use.²

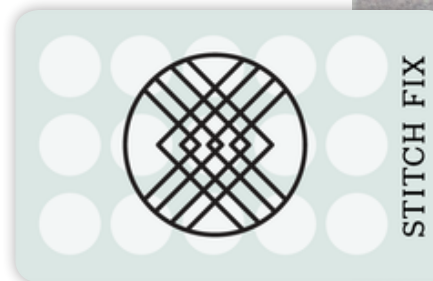
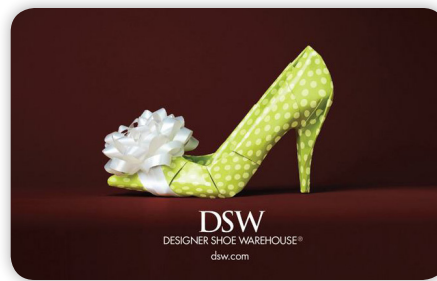
But if you really want to show your employees you care, give **A HEALTH-AND-WELLNESS-ORIENTED GIFT CARD** redeemable at a day spa, fitness retailer, drug store or salon.



Consider a gift with style

Even the smallest mom-and-pop shop is likely to have one fashionista (or fashionister?) on staff. But don't make the mistake of assuming she (or he) is your only employee with an interest in fashion. As any hoodie-loving software engineer in Silicon Valley can tell you, even the most laid-back look is a fashion statement that requires both cultivation and coin.

A merchant gift card or multi-merchant Happy Card redeemable at an **APPAREL RETAILER** is a smart choice because the desire to look good and express ourselves through our choice of wardrobe spans cultures, genders and generations.

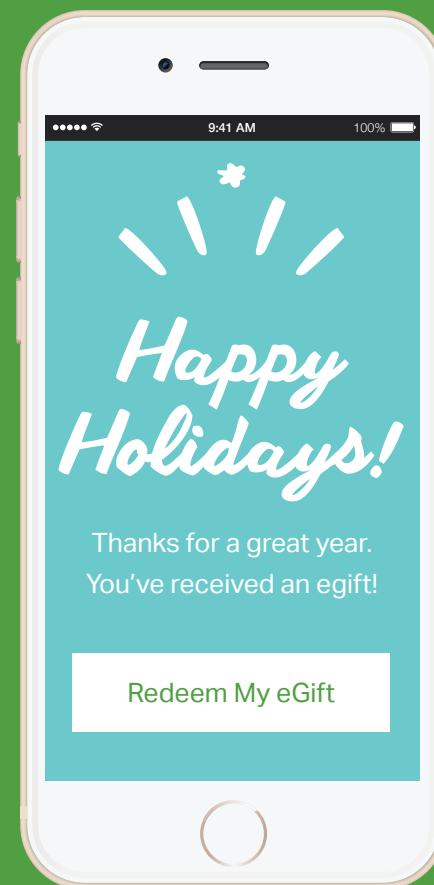




BONUS TIP: Last-minute solution

With so much happening during the holiday season, a few things are bound to slip through the cracks. If your “oops” moment was forgetting the employee holiday gifts, don't panic! The easy fix: merchant **EGIFT CARDS**.

Employee gifts were supposed to be sent today? No problem! eGift cards can be delivered instantly via email, and enjoyed just as quickly. And with OmniCard's large selection of egift cards from top merchant brands, you'll find something to please everyone.



**OVER 100 POPULAR
MERCHANT EGIFT
CARDS AVAILABLE!**



The most important element

Don't forget: Presentation really is everything! Whatever reward you choose for your employees, be sure to include **A PERSONALIZED MESSAGE**—one from the heart, sincerely thanking employees for their contributions, wishing them a joy-filled holiday season and incorporating any inspiring message you want to leave them with.

If it's not practical for you to handwrite the message, have it printed inside a holiday greeting card and sign it (if you're not the boss, have the boss sign it!). Including a handwritten signature adds a personal touch.



Let's Get Started

Give yourself the gift of an easy, convenient holiday season:
Let our team help you select the perfect employee holiday reward.

To choose your corporate holiday cards, visit **OmniCard.com**
or call **866.353.4877**.

OmniCard.com
866.353.4877

At Blackhawk Network, we shape the future of global branded payments.
Our collaborative innovation and scalable, security-minded solutions help our partners increase reach, loyalty and revenue.

OmniCard, a Blackhawk Network company, provides fast-to-ship, customizable rewards. Learn more at OmniCard.com.



1. The rewards preference survey of 1,022 smartphone owning Americans was completed online between February 10 and 28, 2017. A probability sample of the same size would yield a margin of error of +/-3.07%, 19 times out of 20.
2. Employee Holiday Incentives Study, Murphy Research, 2019.

Cards terms, conditions and expiration apply.

FIVE BACK™ BONUS TERMS AND CONDITIONS: Cardholders receive a bonus back on the card in the amount of 5% of all signature-based purchases made at participating merchants, as listed at OmniCard.com/five-back. PIN-based purchases, purchases made at participating merchant locations outside of the US, and purchases of gift cards made with this card, may not be eligible for 5% bonus calculations. Bonus funds will be added to the balance on the card within 10 days following purchase, dependent on merchant settlement. Bonus funds become part of the card balance and are treated as such for purposes of card and/or fund expiration. Qualifying purchase, participating merchant settlement, and bonus transaction must occur prior to card valid thru date. Only the amount of a transaction applied to the card at participating merchants is eligible for the bonus. If a transaction involves the card plus a supplemental payment method, the portion of the transaction applied to the supplemental payment method is not eligible. Credit transactions may result in a reduction in bonus funds. Bonus funds will be rounded to the nearest one-hundredth of one dollar. Eligible to US residents age 18 and older. Specific merchant terms and conditions may apply. Blackhawk Network is not responsible for delayed merchant settlements. Participating merchants subject to change. Bonus award is subject to termination or change at any time without notice. See website for most current participating merchants, terms, conditions and limitations. Card is issued in connection with a loyalty, award or promotion program. Five Back Bonus is not a requirement of card use.

The OmniCard Visa Reward Card and OmniCard Visa Virtual Account are issued by MetaBank®, Member FDIC, pursuant to a license from Visa U.S.A. Inc. No cash access or recurring payments. Card can be used everywhere Visa debit cards are accepted. Visa Virtual Account can be redeemed at every Internet, mail order, and telephone merchant everywhere Visa debit cards are accepted. Terms, conditions and expiration apply.

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