



## Case Study Snack & Beverage

The frequency of peer recognition is a fundamental KPI of employee recognition programs. In a peer-to-peer program, participants determine who to recognise and have the autonomy to do so at any time. Without peer recognition, there are far fewer reasons to log in to the program regularly, which means an organisation's message may not be getting the attention it deserves.

### Challenge

- Reignite peer recognition activity
- Build awareness of the company values
- Increase participation on the program website
- Minimise impact on the program budget

### Solution

- Launch a sweepstake to award participants
- Draw winners on a weekly basis to create buzz about the program
- Promote the sweepstake with vivid communications

### Results

- Recognition activity increased 400% in one month
- Peer recognition doubled the program's prior highest level
- Success of this program launched a second initiative
- The nomination initiative doubled the number of new participants logging into the program

A regional snack and beverage manufacturer launched a program that included peer recognition and badges that participants earned when they were recognised for demonstrating the company's values. While there was a high level of participation in the first several months of launching the program, engagement began to drop over the following months.

As the program transitioned from implementation to ongoing support, a significant portion of the communications plan was overlooked. Participants began to recognise each other less and the data showed a continuing downward trend. The client stakeholders were interested in ways to bring participation levels back up.

The BIW team recommended launching a quick promotion to drive peer recognition. For one month, all the recognition givers went into a weekly sweepstake drawing for prizes valued at \$50. Each week, three random participants were chosen. The promotion included communications on the program website as well as via email.

By the end of the month, four drawings were held and a total of 12 winners were chosen... and the participation results were staggering. For the month of the sweepstakes promotion, the number of recognitions was **four times greater** than the prior month, and **twice as many** as the highest month since launch.

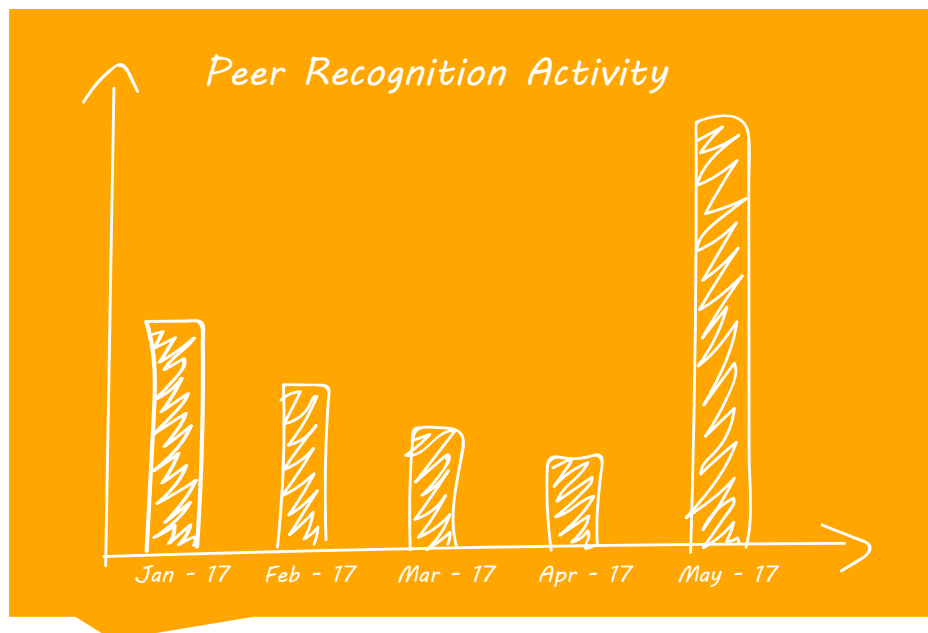




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However the participation levels didn't stop there. Seeing the success the sweepstake program had on creating awareness of the company's values, the team chose to launch a second initiative. This time, peers nominated each other for being a "hero" of one of the six values. The winners for each value received their own illustrated comic featuring the winning nominee as the superhero.

The communication plan for this promotion included a set of comic-strip-style badges that nominees earned along with their nomination. The entire promotion had a super hero feel and **doubled the number** of unique program logins.



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To learn more about how BI WORLDWIDE can help you implement results-based recognition in your organisation, visit [BIWORLDWIDE.com.au](http://BIWORLDWIDE.com.au) or email [enquiries@au.biworldwide.com.au](mailto:enquiries@au.biworldwide.com.au)