



The New Brand Medium

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THE NEW BRAND MEDIUM

Results of a Multi-year Study Analyzing
Reward & Recognition Programs
Shows the Appeal of
Brand Name Products
in the Worlds Largest Companies

Understand the Impact of Brand Name Awards

First we must know the history and evolution of
the Recognition Industry



20 years ago none of these three separate
Incentive/Recognition/Promotion Industries had little in
common with each other

Today these same three industries are marketing to the same
Employee Recognition space
and numerous foreign companies
are invading the U.S. Market.



Global Employee Marketing

The focus of this presentation is to
substantiate my position that
brand name products have had a
mega impact on Non-Cash Employee
Recognition and Reward Programs

A five year marketing study was conducted
between 2002 – 2006 analyzing
the impact of brands on the
award selections of employees participating
in Non-Cash Recognition Programs

Employee Non-Cash Recognition Programs

Years of Service	Team Building
Retirement	On the Spot
Safety	Employee of the Moment
Nominations	Peer-to-Peer
Productivity	Wellness
Quality	Suggestion
Attendance	Community Service
Customer Service	Special Events
Referral	Employee Birthday
Training Completion	Holiday/Seasonal Gifts

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Focusing on the incorporation of brand name award selections in Non-Cash Recognition Programs, Michael C. Fina was propelled to the forefront of the Recognition Industry, becoming the second largest company focusing on Non-Sales Incentive Employee Recognition programs in less than 10 years.

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The success of this targeted marketing strategy to award Brand Name items resulted in an average of 31% growth for the last five years.

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This five year study represents Award Selections of 2.5 million employees from hundreds of employers including major companies such as:

IBM	Bank of America
UPS	Marriott International
ABB	Prudential Insurance
Pfizer	Colgate

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List of the Brand Names offered for Employee Recognition Programs

This list represents over 2,500 individual award selections

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All-Clad	Buxton	Conair	ESQ
Apple	Callaway Golf	Concord	Eureka
Audiovox	Calphalon	Cram Globe	Farberware
Baccarat	Canon	Crystal Clear	Favero
Baume & Mercier	Carron & Druke	Cuisinart	Fitness Quest
Bill Blass	Casio	Daiwa	Fossil
Black & Decker	Celestron	Delonghi	Franklin Chef
Bob Mackie	Char-Broil	Delta	Freestyle
Bose	Chelsea Clocks	Dooney & Bourke	Fuji
Braun	Christofle	Dreke	Garmin
Brinkman	Citizen	Ducane Grills	Ge
Brother	Club Glove	Dunlop	General Electric
Bulova	Coach	Ebel	Gorham
Bush Furniture	Coby	Emerson	Gpx
Bushnell	Coleman	Empire Silver	Haier

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Hamilton Beach	Kate Spade	Meade	Olympus
Hampton Haddon	Kc Designs	Michelle	Omega
Hatteras	Kenneth Cole	Mikasa	Oris
Hekman	Keys Fitness	Miller Rogaska	Orrefors
Heller Lighting	Krups	Mitchell	Orvis
Henckels	Latique	Mizerak	Overland Travel
Howard Miller	Lenox	Mizuno	Pacific Cycles
Impulse	Lifetime Hoan	Mont Blanc	Panasonic
Interactive Health	Linden Clock	Motorola	Paragon
International Silver	Lladro	Mottahedeh	Parker
Jack Georges	Longines	Movado	Pawleys Island
Johnson	Magellan	Murrey	Perry Ellis
Jude Frances	Magnavox	Nambe	Peter Storm
Jwin	Makita	Neuwirth	Polaroid
Karcher	Marquis	Night Owl	Porter Cable

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Poulan	Royal Albert	Tfal	Wallace
Proctor	Samsonite	T-Fal	Waterford
Pulaski	Sauder	Tissot	Weber
Pulsar	Seiko	Toro	Wedgwood
Rawlings	Sevylor	Tourneau	Whirlpool
Raymond Weil	Sharp	Towle	Wilson
Rca	Shop Vac	Trek	Wittnauer
Reed & Barton	Simon Pearce	Tumi	Wolf Design
Relic	Skil	Tunturi	Woodmark
Replogle	Soleus	U.S. Luggage	Zebco
Ridgeway Clocks	Sony	Uniden	
Riedel	Spalding	Val St. Lambert	
Rina Limor	Stamina	Vera Wang	
Robin Rotenier	Tag Heuer	Villeroy & Boch	
Ross	Telescope Casual	Vivitar	

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The Top 100 Brand Name Award Selections by Popularity

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The Top 100 Brand Name Award Selections by Popularity

1	GPX - Under the cabinet CD Radio	11	Bushnell - Falcon Binoculars. 10X50
2	Henckels -13 Pc. Knife and Block Set	12	Hampton Haddon - Mahogany Wall Clock
3	Coby - Portable CD Radio/Remote	13	Black & Decker - 12V Cordless Drill Kit
4	Lifetime Hoan - Farberware 14 Pc. Knife Set	14	Coby - CD Player w/AM/FM Silver
5	Vivitar - Vivicam 5160 Mp Camera	15	Cram - Antique Lawson Globe
6	Shop Vac - 6 Gallon Wet/Dry Vac	16	Olympus - Fe-210
7	Cuisinart - Blender/Food Processor	17	Vivitar - Vivicam 4345 Temp
8	GE - 2.4Ghz Phone With Answer	18	Black & Decker 7.2V Cordless Drill Kit
9	Polaroid - 6Mp Digital Camera	19	Bob Mackie - 3 Pc. Expandable Luggage Set 27
10	Hamilton Beach - Chrome Classic Drink Mixer	20	Bushnell 4X30 Powerview Binoculars

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The Top 100 Brand Name Award Selections by Popularity

21	International Silver -13 Pc.Cutlery Set	31	Bushnell - Powerview Binoculars 8X21
22	Bushnell - Deep Space Telescope525X3	32	Coby - 5.1 DVD Player
23	Magnavox - 20" Flat Picture Tube TV	33	Eureka Vacuums - Maxima Upright
24	Mitchell -Citation Fishing Rod and Reel	34	Fuji - 6Mp Digital Camera
25	Canon - Powershot A550	35	Sony - 20" Wega Color TV
26	Bill Blass - 3 Pc. Luggage Set	36	Coby - 5 Inch Black & White TV/CD/Stereo
27	Bob Mackie - Carry On and Club Bag	37	Bob Mackie - Carry On Duffle Bag
28	Sony - DVD Player	38	Johnson - Avocet Blue Rod & Reel
29	Lifetime Hoan -Farberware 14Pc. Knife Set	39	Bob Mackie - 3 Pc. Luggage Set
30	Eureka Vacuums -Super broom Brush Up	40	Daiwa - Spinning Combo

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The Top 100 Brand Name Award Selections by Popularity

41	Philips -Hdmi DVD Player	51	Ansonia -Cherry Finish Mantel Clock
42	Hampton Haddon - Wall Clock	52	Wallace -Corinth 65 Pc. 18/10 SS Set
43	Bushnell -Wide Angle Binoculars 10x50	53	Lifetime Hoan - Faberware 14 Pc. Knife Set
44	Char-Broil - Gas Table Top Grill	54	Ross - Rand Dual Action Air Bike
45	Cuisinart - Sandwich maker	55	Coleman - 4D Camp Lantern
46	Char-Broil -Outdoor Fireplace11Pk.	56	Haier - 4 Slice Toaster Oven
47	Calphalon -Simply Nonstick 8 Pc.Set	57	Howard Miller -Cherry Finish Wall Clock
48	Wallace - Mahogany Single Chest	58	Hamilton Beach - 4 Quart Slow Cooker
49	Wallace - Continental Bead 65 Pc. Flatware Set	59	Magnavox - 14" Flat Picture Tube TV
50	Black & Decker - Mulch Blower	60	Coleman - Excursion Cooler

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The Top 100 Brand Name Award Selections by Popularity

61 Coleman - Battery Operated Lantern	71 Cram Globe - Madison Globe
62 Magnavox/Philips - CD Radio	72 Coach - Soho Mini Wristlet
63 Bob Mackie - 5 Pc. Luggage Set	73 Hamilton Beach - 5 Qrt. Slow Cooker
64 Cooler Bag With Radio	74 Emerson -AM/FM Digital Alarm Clock
Hampton Haddon - Walnut Wall Clock	75 Black & Decker -14.4V Cordless Drill
65 Clock	Magnavox/Philips - 24 Inch Real Flat Picture Tube
66 Proctor - Belgian Waffle Maker	76 Reed & Barton - Jubilee 65 Pc. Set
67 Lenox - Falling Star 13" Vase	78 RCA - Home Theater In A Box
68 Coby - USB Mp3 Player	79 Sony - DVD Player
69 Olympus - Fe-230	80 Cuisinart -Classic 10Cup Coffeemaker
70 Sharp - Organizer	

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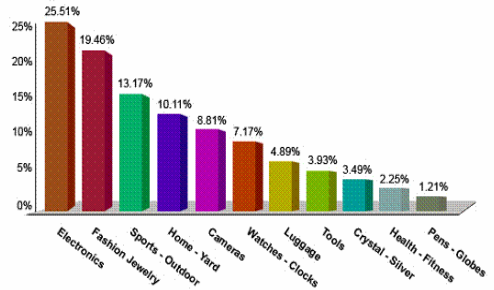
The Top 100 Brand Name Award Selections by Popularity

81 RCA - Mini System AM/FM/CD	91 Coleman - Northstar Lantern
82 Ross - Mens Rand 26" 18 Speed	92 Bob Mackie -Leatherette Duffle Bag
Hermle - Roman Dial Anniversary Clock	GE - 5.8Ghz Phone w/ Digital Answering
84 Hermle - Anniversary Clock 6.50 in.	94 Ansonia - Ash Cherry Mantel Clock
85 Bob Mackie - Royal/Blk Duffle Bag	Linden Clock - Oak Chiming Wall Clock
86 Shop Vac - 12 Gallon Wet/Dry Vac.	95 Motorola - 5.8Ghz Cordless Phone
87 Nemco - Three Pc. Food Warmer	Krups - Espresso/Cappuccino Maker
88 Lenox - Shooting Star Vase. 14"	97 GPX - 2Gb Mp3 Player
89 Gorham -Lady Anne Set of 8 Hi-balls	99 GE - 2.4Ghz Cordless Phone
90 Gorham -Lady Anne Pitcher	100 Sharp - Office Equipment Organizer

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The 11 Categories and Most Popular Choices Based on over 2.5 Million Award Selections



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A List of the Popular Brand Names for each of the 11 Categories

Electronics & Entertainment

Apple	Magellan
Audiovox	Magnavox
Brother	Panasonic
Casio Inc	RCA
Coby	Sharp
Emerson	Sharp
GPX Electronics	Sony
iWIN	Uniden

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Fashion Jewelry (without logos)

Eugene Biro
Angelique
Baccarat
Favero
Jude Frances
KC Designs
Peter Storm
Rina Limor
Robin Rotenier

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Sports & Outdoor Equipment

Bridgestone Golf	Impulse
Callaway Golf	Johnson
Carrom & Druke	Lion Sport
Club Glove	Mizuno
Coleman	Orvis
Daiwa	Rawlings
Dreke	Spalding
Dunlop	Wilson
Escalade Sports	Zebco

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Home Accessories, Appliances and Furniture

Bush Furniture	Sauder
Conair	Shop Vac
Eureka	Soleus
Franklin Chef	Sony
General Electric	Telescope Casual
Haier	Towle
Howard Miller	Whirlpool
Paragon	Woodmark
Pulaski	

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Watches Clocks & Weather Instruments

Bulova	Movado
Casio	Omega
Citizen	Raymond Weil
Concord	Relic
ESQ	Seiko
Freestyle	Tag Heuer
Heller Lighting	Tissot
Kenneth Cole	Tourneau
Longines	Wittnauer

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Cameras, Optics, Camcorders and Photography Equipment

Bushnell	Minolta
Canon	Night Owl
Celestron	Olympus
Fuji	Sony
Meade	Vivitar

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Crystal, China, Silver & Kitchen Accessories

All-Clad	International Silver	Neuwirth
Calphalon	Krups	Orrefors
Crystal Clear	Lenox	Proctor
Cuisinart	Lladro	Reed & Barton
Delonghi	Marquis	Reidel
Farberware	Mikasa	T-Fal
Hamilton	Miller Rogaska	Wallace
Beach	Mottahedeh	Waterford
Henckels	Nambe	Wedgwood

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Tools, Auto Accessories & Yard Equipment

Black & Decker	Karcher
Brinkman Corp.	Makita
Char-Broil	Pawleys Island
Coleman	Porter Cable
Delta	Poulan
Ducane Grills	Powermate
Garmin International	Sevylor
Gorham	Skil
Hatteras	Turf Professionals
	Weber

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Luggage, Briefcase, Portfolios and Leather Goods

Bob Macke	Perry Ellis
Buxton	Samsonite
Coach	Tumi
Dooney & Bourke	U.S. Luggage
Jack Georges	Wolf Design
Overland Travel	

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Fitness & Health Care Equipment

Fitness Quest
Interactive Health
Keys Fitness
Pacific Cycles
Ross
Stamina
Trek
Tunturi

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Writing Instruments, Globes And Desk Accessories

Aurora
Cram Globe
Cross
Mont Blanc
Parker
Replogle
Waterford

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The Top Ten Popular Brand Name Awards for Three Major Industries

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The Financial Industry

GPX - Under-Cabinet CD Radio
Henckels - 13PC Knife & Block Set
Coby - Portable CD Radio/Remote
Polaroid - 6.2MP Digital Camera
GE - 2.4GHZ Phone with Answer
Jude Frances - Blue Topaz Ring
Eugene Biro - Pearl & Diamond Earrings
Black & Decker - 7.2 Cordless Drill
Cuisinart - 4 Slice Toaster Oven
Bulova - Mahogany Wall Clock

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The Insurance Industry

Farberware - 14PC Knife Set
Vivitar - Vivicam 5160 MP Camera
Jude Frances - Blue Topaz Ring
Andover - Stainless Black
Peter Storm - Three Marquis Sapphire Ring
Angelique - Ladies' Moulin Crystals Black
Jude Frances - Sterling with Oval Blue Topaz Ring
Coby - CD Player with AM/FM Silver
Cuisinart - Sandwich Maker
Eugene Biro - Sterling Silver Bismark 18" Necklace

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The Medical Care Industry

Vivitar - Vivicam 5160 MP Camera
Bill Bass - 3 Piece Luggage Set
Phillips - HDMI DVD Player
Bob Mackie - 5 Piece Luggage Set
RCA - Mini System AM/FM/CD
Calphalon - Simply Nonstick 8 Piece
Olympus - FE-210
Sony - FE-230
Casio - Keyboard with Adapter

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Progress

From 1995 to 2005 more progress was made with the definition of the NOW and the FUTURE of the Recognition Industry than in the previous 75 years.

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The next proposed research would be to look at the Future of the Employee Recognition Industry

The New Reality of Employee Recognition Programs

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Define
The Concept of a Total Recognition Strategy,
The Cost Factor
and
Measurement (ROI)

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