



It's all about the  
**VIBE**

Rewards & Employee Engagement  
by Virgin Incentives



It's all about the **VIBE**

**Virgin**...is who we are  
**Incentives**...are what we do  
Business...is our market segment  
Excellence...is what to expect



## Virgin Incentives

Rewards and Employee  
Engagement specialists

What's the vibe in your organisation?  
How and what do your employees really feel?

At Virgin Incentives, we'll help you create a thriving employee culture, with engagement, loyalty and performance at its heart.

For employees, it's a great feeling to be recognised, valued and rewarded.

We make that happen, with flexible solutions based on an unrivalled range of experiential rewards.

Call 0330 111 3030 | Visit [www.virginincentives.com](http://www.virginincentives.com)



## Solutions worth shouting about

Whether your objective is to boost morale or improve employee retention, increase motivation or reduce presenteeism, we can help unlock the solution.

Our offerings cater to wellbeing as well as various needs and preferences, ensuring that your team feels valued and supported. Whether it's a practical necessity or a delightful reward, we have a comprehensive selection to choose from.

Advice is freely given, and solutions are tailored and packaged in line with your objectives and budgets.

### FIVE AREAS WHERE WE CAN HELP



#### Reward & recognition

68% of organisations with social recognition reported a direct positive impact on retention.



#### Employee Engagement

Disengaged employees take three times more sick days than engaged ones.



#### Long-Service Awards

Long-service award schemes can reduce staff turnover by 20%.



#### Sales Incentives

Companies that recognise and incentivise their best employees have 31% lower voluntary turnover than those that don't.



#### Team Building

Socialising between team members improves communication patterns by more than 50%.

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## Virgin Incentives

Added value and other good vibes.

### Our purpose

Making every experience extraordinary

We don't just want your employees to have an amazing experience.

In your dealings with us, we aim to provide the extraordinary service you'd expect from Virgin incentives.

We're honest and straightforward, knowledgeable and enterprising.

Our service is designed to deliver peace - of-mind.



#### Free & easy

No management fees, no nasty surprises. And you'll find us easy and fun to deal with.



#### Above & beyond

Your dedicated Account Manager is by your side and on your side. Things get done!



#### Dotted & crossed

The more attention to detail we pay, the more you can relax. Accuracy and efficiency is the order of the day.



#### You and yours

Of course, our aim is to make you happy. But we also go out of our way to ensure your employees enjoy their experience.

We're here for them, too.

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# Experiences to suit every employee

Memories say more than cash ever can.

That's why employees value experiences over monetary rewards. They can savour them, they can share them.

At Virgin Incentives we're the corporate arm of Virgin Experience Days, so we're in the business of making every experience extraordinary.

With Michelin-starred dining and hotel escapes as well as our extensive supercar collections, spas and skydives, we've got all the bases covered.

You can 'gift' our 5,000 experiences nationwide, in three flexible ways.

## Virgin Experience Days Gift Card

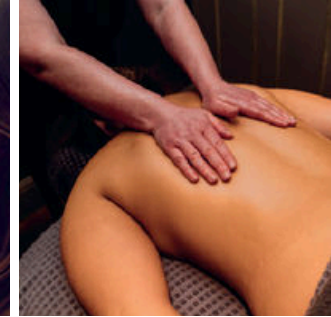
- Value loading of any denomination from £5 - £2,500
- Delivered as physical gift card or e-gift card
- Gives access to full range of over 4,000 experiences

## Collection Vouchers

- Available in values from £25 - £1,000
- Experiences banded according to value of voucher
- Value 'invisible' to recipient

## Specific Experiences

Know exactly what you want, whether it's one specific experience for a high-performing individual, or fifty long-service awards of Spa or Golf days? Just call and we'll take care of it. Experiences are available as e-vouchers







**Great versatility with vouchers and gift cards.**

Whether you're looking to offer employees regular, instant rewards or that once-in-a-lifetime big-ticket incentive, the solution's here.

**Leisure Choice**

Leisure Choice Gift Cards are ideal 'on-the-spot' rewards for large-scale team motivation at any budget.

This multi-choice gift card provides access to over 140 of the biggest brands in the UK, including the likes of John Lewis, Starbucks, Eurostar, Currys, Pizza Hut, Virgin Wines, Hotels.com and many more! (With over 15 brands exclusive to us).

Our wide range of partners help you support your people. This is useful when it comes to supporting your teams during the cost of living. Your recipients can choose the brands to save them money, this could be used for their morning coffee at Starbucks, new furniture from Ikea or to help with grocery bills at M&S.



**Virgin Gift Card**

High-end reward for a top performer, or the ultimate thank you for a job well done?

The Virgin Gift Card is a passport to the world of Virgin.

Perfect for extra special VIP rewards, the Virgin Gift Card is welcomed by our family of brands including Virgin Atlantic, Virgin Wines, Virgin Balloon Flights, Virgin Holidays, our own Virgin Experience Days and the luxury world of Virgin Limited Edition.



**Merlin Gift Card**

The Merlin Gift Card is our newest product, an exclusive partnership between Virgin Incentives and Merlin Entertainments that brings the magic of the UK's biggest and BEST attractions to your employees or clients.

Gifting that is more than just attraction tickets, these gift cards can be used to purchase unique hotel stays, VIP experiences, fast track passes and much more!



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# Engaging your customers

A happy customer is a loyal one, and we can help enhance your customer experience!

Our customers love our eye-catching range of ever-popular family days out, spa treats and driving days, and there's no denying the appeal of the eye-catching Virgin brand. Bring customers in and keep them coming back for more with our range of acquisition and retention solutions, and add a bit of Virgin magic to your next customer-related marketing campaign!

## Customer Acquisition

We can support you to target and acquire more ideal customers to grow your revenue, increase profits, and drive higher ROI from your customer acquisition campaigns.

## Customer Gifting

We know our range can put an instant smile on everyone's face. Our products can be the gifting solutions for your customers to say thank you.

## Referral Rewards

Adding our incentives to your referral strategy will create natural talking points for consumers and will boost the likelihood of attracting new customers.

## Goodwill Gestures

From unexpected delivery issues to installation hitches, our clients take advantage of our strong product range to put right any mistakes.

## Customer Loyalty

It's hardly a surprise that loyal customers are more likely to stay engaged if they get great incentives and rewards. Our experiences and gift cards can do just that!



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# Beyond and Bespoke - other B2B services

Rewards and employee engagement are at the heart of much of what we do.

But we also have the expertise and experience to help you with customer acquisition and retention, plus consumer promotions.

Just talk to us, and we can devise bespoke solutions that achieve your business objectives, on time and to budget.



## Gifting and prizes

Whether its hampers for clients at Christmas, thankyou's for mystery shoppers or prizes for completing a survey, you'll find we have a great range of tangible or experiential solutions.

## On-pack promotions

As the corporate wing of Virgin Experience Days, we know how to help you create powerful on-pack promotions, partnering with one of the most recognisable brands on the planet.

## Corporate Hospitality

With our unrivalled network of partners, from escape rooms to theme parks and sporting venues, we can arrange all manner of corporate events or activities. Our events are booked using our experience vouchers and will be subject to the availability and voucher allowance of the experience provider.

## What people say

WHITBREAD



We order hundreds of Virgin Experience gift vouchers on a monthly basis for our employee loyalty scheme. There is a variety of experiences available which means there is something for everyone. The process of ordering the vouchers is seamless and efficient. The Virgin Incentives team are always on hand to support and have been great to work with.



  
O.C.TANNER

From when I first joined the company over 10 years ago, to when I started managing the Virgin account, I have not had anything but a great experience. We have always felt that an anniversary at work should be remembered by an experience, rather than an object to sit in a cupboard.

These experiences are what we put forward to every client, and always what we offer for promotions and when clients want a one-off award. The level of experiences available is fantastic and a reason why our business with Virgin is in it's best ever, and it only likely to grow.

  
PRIZESHARK  
COMPETITIONS SOLUTIONS



We use Virgin Experience Days Gift Cards on a number of our client campaigns, and they always prove to be really popular.

Our clients really enjoy the variety of experiences they can choose from and the numerous locations available across the UK. This works really well on some of our redemption platforms where the winners could be based anywhere in the country as there is always something great they could choose close to their home.

## JUST SOME OF THE ORGANISATIONS WE'RE DELIGHTED TO HELP

















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Talk to us about Rewards and Employee Engagement. We're here to support you whether you have 10 or 10,000 employees!



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