

How Digital Reward Cards Worked For...

A.J. Smith Federal Savings Bank®

Product: **Plant-A-Tree**

Industry: **Banking**

Use: **Customer Gifts**

Two Green Thumbs Up

A.J. Smith Federal Savings Bank® has been a fixture in the South Chicago suburbs for 86 years. They share their surrounding communities' environmentally-conscious way of thinking and wanted to find a creative way to encourage customers to convert from paper statements to eStatements. To do so, they created a promotional campaign utilizing in-store displays and their website as well as e-mail blasts that offered customers a reward for converting from paper to e Statements.

Upon converting to these electronic statements, customers received a branded, Plant-A-Tree Card printed on 100% recycled paper. Cardholders went online to donate a tree in the company's name to one of many global reforestation projects around the world.

Plant-A-Tree Cards were an innovative incentive to motivate their customers to act in an environmentally way, while serving to promote A.J. Smith Federal Savings Bank's image as an eco-friendly business.



Why Choose Digital Reward Cards For Your Next Promotion?

- Associate your brand with the modern online gifts that unique, custom branded Digital Reward Cards have to offer! Give your company some instant cool!
- Digital Reward Cards include popular gifts that have real value – from Music Downloads to Magazines, Movie Tickets to Photo Prints, these are products consumers desire.
- An incentive that has the ability to reach multiple demographics, Digital Reward Cards have universal appeal and allow customers to select or customize their personal reward.
- Inexpensive to ship, store and distribute, Digital Reward Cards give your company the flexibility to scale any promotion. Their compact and lightweight size makes them one of the most practical and economical gifts available!