



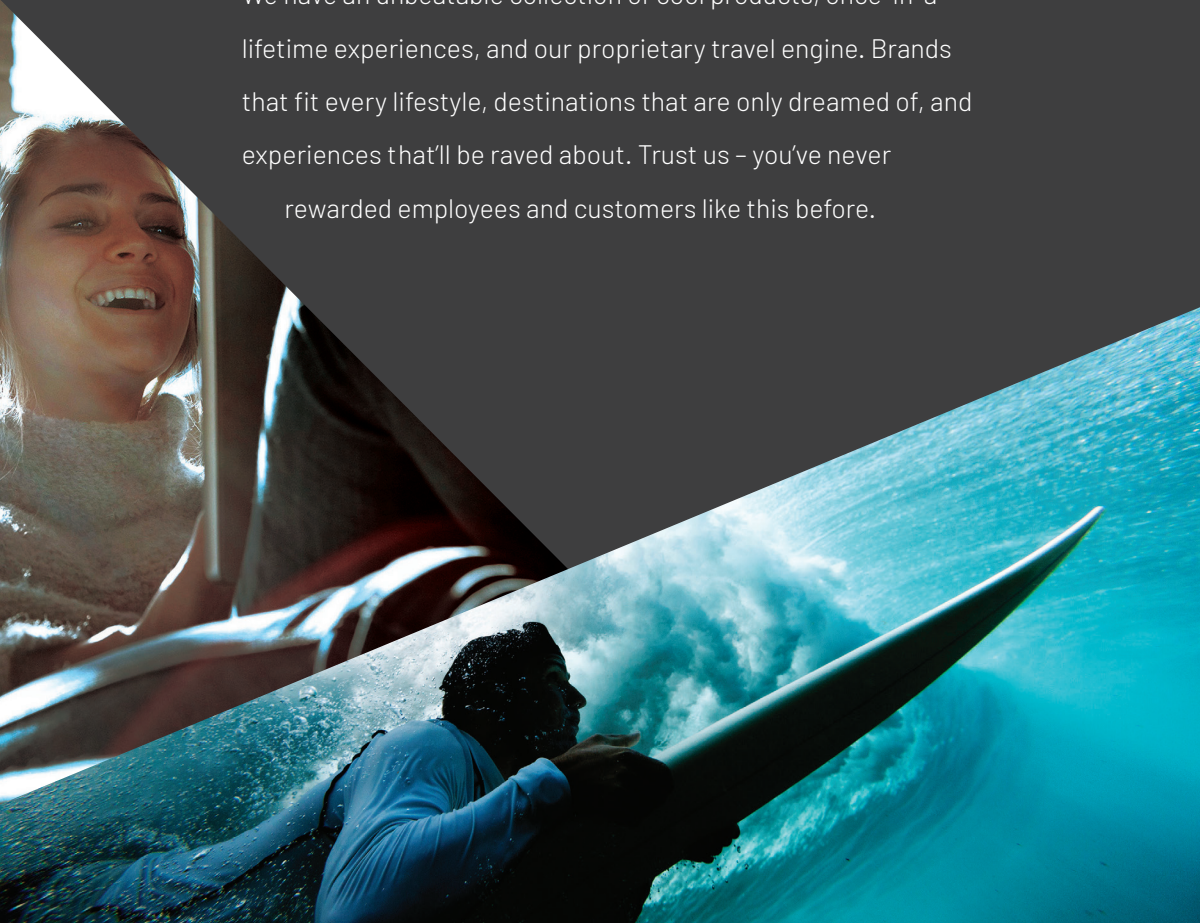
# Merchandise & Experiences Marketplaces



Picture the most exciting shopping experience you could ever imagine. Maybe you're choosing between photography classes in Tuscany or bungee jumping in California. You might be upgrading to smart home technology or splurging on new snowshoes. Or - maybe you're just buying something you really want but would never usually treat yourself to.

Whatever it is, we'll help make it happen.

We have an unbeatable collection of cool products, once-in-a-lifetime experiences, and our proprietary travel engine. Brands that fit every lifestyle, destinations that are only dreamed of, and experiences that'll be raved about. Trust us - you've never rewarded employees and customers like this before.





## Inspiring people. Delivering results.

From numerous academic studies and years of real-world results, we know a lot about what really motivates people. (Hint: it's not cash.) Real, ongoing motivation comes from offering the right rewards. In the right place. At the right time.



### **See it.**

When done right, a rewards program will generate excitement from the moment it's announced. As soon as your participants see what's at stake, it's game on.



### **Share it.**

The best rewards are those we can talk about (or brag about.) And not only will we talk about the reward itself, we'll also talk about how and where we earned it.



### **Savour it.**

Cash has a way of disappearing into our bank accounts, never to be thought of again. A trip, an experience or a luxury is infinitely more memorable and that makes it infinitely more impactful.

*"Money, as it turns out, is very often the most expensive way to motivate people."*

Dan Ariely, *Predictably Irrational*

You know you need to inspire top performance and significant results. You also need to get the best return on your investment. The trick: offer tangible, aspirational rewards your participants will think about. Talk about. And want to re-live, over and over again.



## We're global.

No, seriously - we really are. Our Merchandise and Experiences Marketplaces are used by more than four million participants in over 160 countries and 22 languages.

The best part? We're just as local as we are global. With over 1,500 associates in 18 international offices, we've got you covered no matter where your participants are. And we're more than just a PO box in every country - our local associates are committed to developing a mix of culturally-relevant rewards that fit your business. You won't find any "one-size-fits-all" here.

# Problem? No problem.

We create a worry-free experience from start to finish - for you and your participants. They've worked hard for their reward and it's our job to make it as easy as possible for them to get it. That's why we have dedicated, BIW customer care team associates located in our offices around the world. They're committed to the success of your program, which starts with delivering stellar customer service.

Our promise: If something is wrong, we'll make it right.



# It never gets old.

Getting – and keeping – your participants' attention is everything to us. We're constantly on the lookout for new and cool stuff to add to our mix of rewards. Not only that, they'll always be in the know about what's available through our seasonally-updated, dynamic marketing. With something for everyone, nobody will leave our Marketplaces empty-handed.

As important as the rewards are, we also know the overall user experience can make or break the success of a program. We take pride in our dedication to ongoing technological reviews and updates, making sure participants will be inspired from start to finish.



# Let's talk about the fun stuff.



All the brands your participants need, want and can't wait to talk about with their friends. Our country-specific, carefully-curated marketplaces are simply irresistible.



Let's check some things off that bucket list or celebrate with a local event or staycation. Your participants can use points for excursions, lessons, dining, tours, and so much more. Participants can curate custom trips using our proprietary Itinerary Builder tool.





# All about you.

What rewards are going to motivate your participants and deliver the best results for your company? Every one of our clients is different. It's our job to understand what makes your business unique and make sure your Merchandise Marketplace reflects it. Here are just a few ways we keep the experience real, relevant, and personal:



## **Curated Assortment**

Display only the products and categories relevant to your participants



## **Design**

Incorporate your fonts, colours, and culturally-appropriate graphics



## **Navigation**

Highlight products and categories important to your participants



## **Marketing**

Create targeted communications for your program



## **Price Range**

Define a min/max value for merchandise in your marketplace



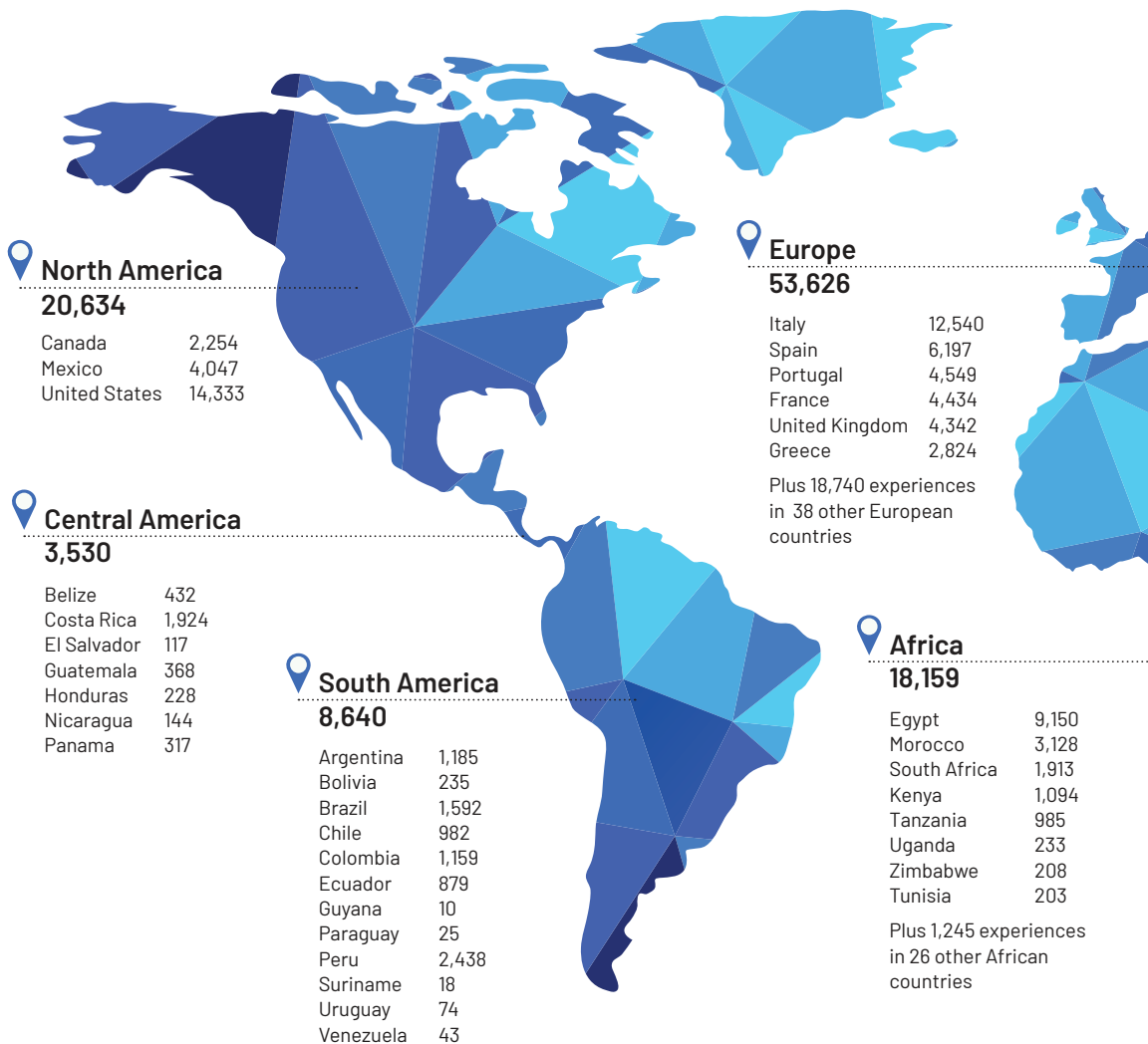
# Experiences

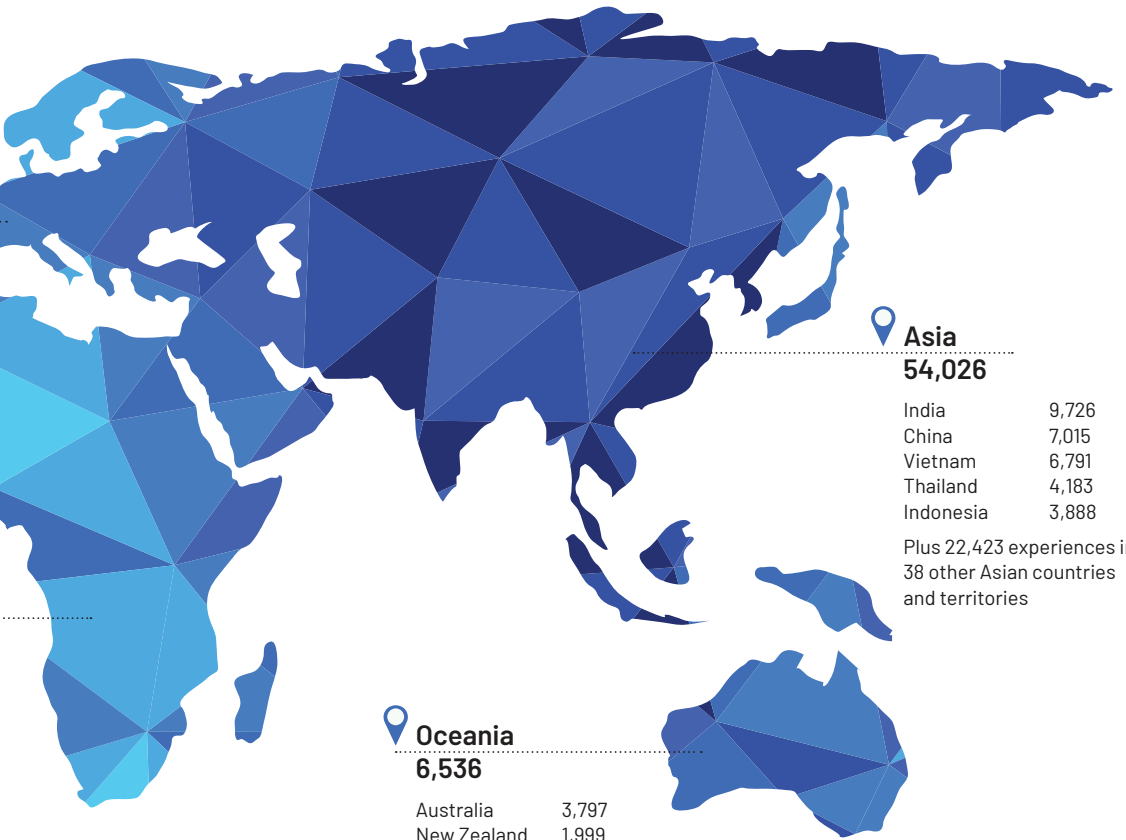
The best rewards in life are the experiences we share with those who matter most. Your participants can make unforgettable memories booking experiences:

- Food, wine, and nightlife
- Outdoor activities
- Day trips and excursions
- Tours and sightseeing
- Cultural and theme tours
- Classes and workshops
- Kid-friendly
- Cruises, sailing, and water tours
- Multi-day and extended tours
- Movie tickets



# Experiences Locally and Worldwide





 **Asia**  
**54,026**

India	9,726
China	7,015
Vietnam	6,791
Thailand	4,183
Indonesia	3,888

Plus 22,423 experiences in  
38 other Asian countries  
and territories

 **Oceania**  
**6,536**

Australia	3,797
New Zealand	1,999

Plus 740 experiences in 11  
other Oceanic countries  
and territories

# With You In Mind.

It should be easy for your participants to redeem their award points. Experiences Marketplace keeps your participants in mind with an easy to use search interface and one click to view special deals and combined experiences.



## **Point Range**

Offering options available at all point levels including the option to see what they can get right now based on point balance



## **Reviews**

Check ratings and read feedback from others before booking



## **Itinerary Builder**

One-stop shop to curate custom trips



## **VIP Tours**

Get in the front of the line by booking one of our VIP Tours



## **Great Deals**

View a listing of experiences available at a great deal



## **Packaged Deals**

Featuring multiple experiences combined together



## Events

Sports fan? Great! We'll get your participants in to pretty much any pro, college or minor league event in Canada or abroad.

Like music? They can attend a concert at venues like the Scotiabank Arena or Rogers Arena or an intimate show at venues like The Commodore Ballroom. We also offer tickets to plays, museums, fairs, conventions, and did we mention Disney Theme Parks?



## Travel

If they can dream it, they can book it! Our proprietary self-booking travel engine, allows your participants to book their travel their way including:

- Hotel and vacation rentals
- Flights
- Cars
- Tours and transfers
- Cruises
- Resort stays



Get in touch.

Want to learn more or see a demo? Email [canada@biworldwide.com](mailto:canada@biworldwide.com)



Australia | Canada | China | India | LATAM | Singapore | UK | US | [biworldwide.ca](http://biworldwide.ca)

© Copyright 2019 BI WORLDWIDE® All Rights Reserved.