

The Reward Delivery Experience: How Packaging Impacts Perception

"40% - 50% of the reward experience has nothing to do with the award."



Industry Standard Packaging

- Brown box
- Brown tape
- Styrofoam peanuts
- Packing slip with "Award Headquarters" logo

"It de-values whatever would be inside..."

Basic Award Packaging

- White box
- "Thank You" tape
- Crumpled brown heavy-duty Kraft paper
- Packing slip with client logo



"It makes me think the thing inside of it is worth something extra..."

"If the packaging goes past the price of whatever the gift is inside, it's too much."

Premium Award Packaging

- White box
- "Thank You" tape
- Hand-folded colored tissue paper
- Packing slip with client logo and program logo
- Thank you message



"It makes me feel valued." "Everything is just placed in there beautifully."

Pinnacle Award Packaging

- White box
- Sealed with program logoed tape
- Crumpled tissue paper
- Gold-wrapped box with blue ribbon
- Note card with custom message



Our research proves packaging provides a significant differentiator in recognizing the recipient, demonstrating appreciation and creating positive perceptions of the organization sponsoring the award.