



Gourmet Solutions for your Marketing Needs!

Programs with Proven Success.

Objective: Distributor Sales Promotion

Omaha Steaks Product: *The Omaha Collection*®

Details: A Summer promotion for Auto Aftermarket channel aimed at launching new products and increasing sales of particular brands/skus at the distributor level. Each distributor had a purchasing target based on mix of part skus and brands. A qualifying Distributor received a grill package which included a Retail gift card (to purchase a grill) and an Omaha Steaks President's Collection certificate upon reaching the sales target. Additional packages could be earned for certain increments above target.

This promotion allowed the client to reinforce the value proposition with their Distributors and focus sales on the brands/skus according to their marketing plan.

Objective: Dealer Sales Promotion

Omaha Steaks Product: *Steak Bucks*®

Details: A national building supply company has used the Steak Bucks collect-and-redeem program for over 15 years. Each sales representative visits with customers and presents each line of products. There is a Steak Buck "value" to each unit (skid, truckload, etc.) of product. The sales rep "tallies" up the total order and submits a request for Steak Bucks which are drop shipped to each local office. The recipient of the Steak Bucks has a wide variety of gourmet packages to choose from and all redemptions are delivered right to their door with ease!

This client has tried other incentives but these are always inferior to Steak Bucks and the customers are always pleased when the Steak Bucks are offered. The client also takes advantage of the Bill-on-Redemption feature of the Steak Bucks.

Objective: Consumer Sales Promotion

Omaha Steaks Product: *Bulk Shipment to Multiple Locations*

Details: An office products retailer has used Omaha Steaks as a promotional item for a week-long consumer sales promotion each summer for 5 years running. The client's customer base is rewarded with a steak package based upon their incremental purchases during the promotional week. The more a customer ordered the more steak packages they would receive.

At completion of the promotion week, Omaha Steaks shipped packages in bulk to over 100 retail locations. Delivery details were given so the client could coordinate with the customer to pick up the product at the store. Using this bulk delivery method, shipping costs were reduced and allowed the client to use two steak packages as the promotion items and stay with-in their budget of under \$25.00 per item.

Objective: Consumer Sales Promotion

Omaha Steaks Product: *Drop Shipments using Custom Packages*

Details: A large appliance manufacturer chose Omaha Steaks for a month-long sales promotion to increase sales of large appliances in their retail channel. Omaha Steaks provided custom packages at multiple levels to allow for promotion of products at multiple price points. Omaha Steaks allowed access to Logos and Product Images to enhance the client's promotional materials and used Social Media to coincide with the promotion. Once qualifying purchasers were determined, Omaha Steaks shipped out the corresponding custom packages to the Client's satisfied customers.

It was a win-win for everyone and demonstrated the success to continue the promotion 3 years in a row.





Gourmet Solutions for your Gifting Needs!

Programs with Proven Success.

Objective: Non- Holiday Employee Gift

Omaha Steaks Product: *Bulk Shipment to Multiple Locations*

Details: A large manufacturing company chose to thank their employees with an Omaha Steaks gourmet package during the spring and fall. Omaha Steaks helped the client pick a package that fit their budget. The product was shipped in bulk to over 30 facilities with more than 20 packages per location. The client was given details on the delivery date so they could plan distribution of the packages at the end of the delivery day to their employees to take home.

By choosing a bulk shipping method, the client was able to cut down on their overall shipping cost and give a larger gift within their budget. The client has chosen Omaha Steaks several times which has led to hundreds of happy employees.

Objective: Employee & Customer Holiday Gift

Omaha Steaks Product: *Drop Shipments using Custom Packages*

Details: A leading company in administrative services has used Omaha Steaks as their holiday gift every year since 2007. Their gift list includes management level employees and their loyal and largest customers. Omaha Steaks works with the key contact at the company each year to develop a list of multiple custom gift package options. This customer prefers to send some recipients all beef packages, and others seafood packages. They also have a need for six delivered price points in each category. Omaha Steaks directly ships the specified packages to each recipient for delivery during December, and includes a custom greeting card provided by the company with each shipment.

Each year the company receives rave reviews from all of their recipients. Their employees and customers have told them that the gift provided them with the perfect products to share a special meal with their family and friends during the holidays.



Objective: Recognition Gift

Omaha Steaks Product: *The Omaha Collection®*

Details: A large transportation company has chosen to recognize their employees with a gourmet Omaha Collection certificate for their accomplishment on winning an annual Safety Award. The certificate allows each recipient to select one package from 12 gourmet options. The client is able to have a custom greeting and their company logo printed on each certificate. The certificates are mail in bulk to the client for easy distribution. Recipients have up to one year to redeem and the client chose the Bill-on-Redemption option for no up front costs at the time of issuance.

The client's employees have been so pleased with their Omaha Steaks gift that the client has chosen Omaha Steaks five years in a row.

Objective: Loyalty Programs

Omaha Steaks Product: *Drop Shipments & Monetary Certificates*

Details: Omaha Steaks is the perfect complement to any ongoing customer/employee loyalty programs. Omaha Steaks is currently an offering in dozens of nationwide loyalty programs for clients in many industries including banking, credit cards, airlines, hotels, manufacturing, etc.

For complete details contact your Incentive Specialist at 1-800-228-2480