

Celebrating Merchandiser Success through Sharable Experiential Rewards

Chloe + Isabel and Blueboard Program Success Story

Let's Be Brief:



Partnership Goals: [Motivate and excite](#) Chloe + Isabel Merchandisers during the 2015 holiday season through experiential sales incentive rewards



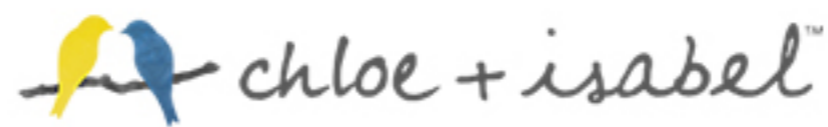
Reward Details: [Blueboard "Winter's Frost" Rewards](#) were distributed to top c+i Merchandisers achieving their monthly holiday revenue goals

Blueboard Impact:



Incredibly positive program feedback. 100% (yes, all 100%!) of rewarded Merchandisers surveyed felt [valued](#) by their company, felt [motivated](#) to continue their strong performance, and agreed that Blueboard rewards positively impacted their company culture

Client Background:



Chloe + Isabel is a dynamic and socially innovative jewelry brand designed to connect women through a modern-day social shopping experience. Chloe + Isabel is a place where smart, creative and confident women play a significant role in creating an innovative new business model where they are at the center - acting as independent business owners.



Partnership Opportunity:

Blueboard's company mission is to help people [challenge their comfort zones](#), [indulge in their passions](#), and [experience new things](#) - just like Merchandisers do at Chloe + Isabel through the Merchandiser opportunity. Prior to Blueboard, Merchandisers were rewarded with tangible gifts - but for the competitive holiday season, the Marketing and Promotions team wanted to try something different. They wanted a new way to recognize top performers, but realized that typical tactics could often be kept quiet. Rewards like private wine tasting events, tickets to cheer on your favorite team, or seats at that exclusive Michelin-rated restaurant are much more shareable.

Blueboard's ability to reward employees with [their choice of unique experiences, no matter their location](#), opened a new opportunity for c+i Merchandisers to celebrate their achievements. Merchandisers were encouraged to tag social media while going out and about on their experiences, and their quotes of positive feedback are updated on the c+i internal Blueboard online hub. Not only did experiences prove to be a reward worth hustling for, they also enabled the Merchandiser community to bond digitally.



Approach:

Blueboard and the c+i Marketing Team worked together to ensure that the program was widely understood through the Merchandiser community to maximize participation and excitement. Blueboard created an internal Blueboard Rewards hub via a unique website to serve as a central education destination, and the c+i team promoted the contest actively through internal newsletters and weekly Merchandiser calls to further build the hype.

“Blueboard was extremely helpful throughout the entire process ensuring that the messaging was clear. The Landing Page was huge - it served as point of clarification and touchpoint for Merchandisers to explore what example experiences might be, and helped them latch on as a motivating factor to hit their goals.”

Caroline Constable, Promotions Manager for Chloe + Isabel



With Merchandisers located across the US (Bismarck, ND, Houston, TX, and New York City to name a few), Blueboard took the approach of a customized Concierge experience for each redeemed reward. Merchandisers were invited to select from a variety of experience categories like Relax + Unwind, Eat + Drink, or Build + Create, and from there work 1:1 with Blueboard’s Concierge team to personally customize and plan their perfect event.

“We had a great time and the service you guys offer is outstanding. Keep up the great work and keep those amazing employees you have. They were so nice and helpful.”

Jessica, c+i Merchandiser in Houston, TX

Blueboard's promise of unique experiences that challenge your comfort zone, indulge your passions, or let you discover new things resonated with the c+i community and delivered tremendous results for their Holiday sales season:

- Rewards distributed to [top c+i Merchandisers](#) achieving their monthly holiday revenue goals
- Incredibly positive program feedback. 100% (yes, all 100%!) of rewarded Merchandisers surveyed felt [valued](#) by their company, felt [motivated](#) to continue their strong performance, and agreed that Blueboard rewards positively impacted their company culture

["Seriously, my Blueboard experience was nothing short of amazing. To have a night out with my husband, enjoy a gourmet meal and not have to pay is such a blessing!"](#)

[Caitlyn, c+i Merchandiser in Minot, ND](#)

