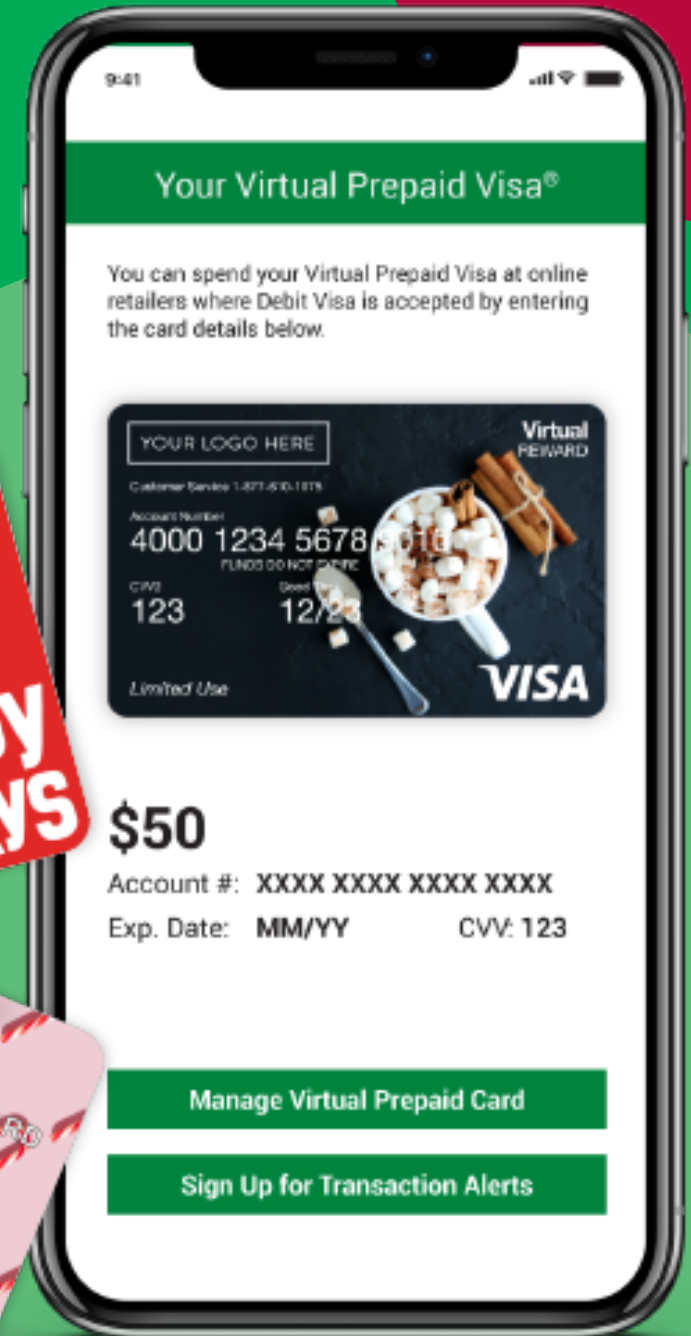


The Gift Smart Guide to Holiday Rewards

5 ways to give better rewards this year



No Holiday Party This Year? No Problem.

Give gift cards—the #1 wishlist item 14 years in a row¹



Every year, some lucky person is given the unenviable task of selecting your company's holiday reward for employees or customers. This year, that's probably you.

With a second season of canceled holiday parties, supply-chain shortages and out-of-stock disappointments, what holiday reward could possibly please everyone?

Relax. We're here to help you with 5 tips for choosing the rewards your employees and customers actually prefer and love—prepaid and gift cards.

“What's the WORST GIFT you've ever gotten from your employer?”

No matter what you send, you can't do worse than these real gifts received by our survey respondents.¹

1. A coupon to a competitor
2. Expired candy
3. Wine (I don't drink)
4. Ham (I'm a vegetarian)
5. A book about the history of my company

TOP 5 TIPS

for choosing rewards.

#1



Make it Personal

#2



Shop Early. Shop Digital.

#3



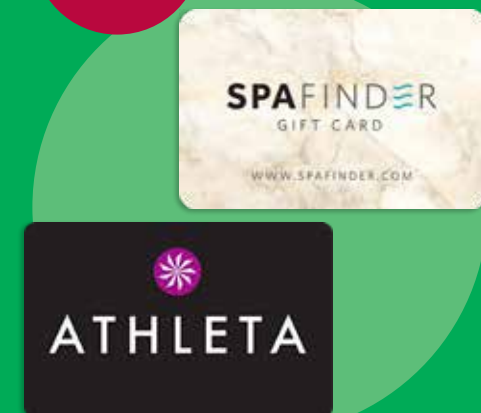
Give Back

#4



People Want Choices

#5



Focus on Wellness

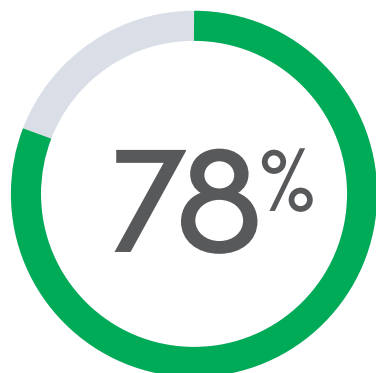
TIP #1: Make it Personal

Picking a good reward that fits everyone can be tough. That's why our holiday **Mastercard® and Visa® prepaid cards** are always a hit.

They can be redeemed everywhere the network's debit cards are accepted, and can even be personalized and customized.

Personalize and customize with:

- Recipient's name and brief message
- Your company logo on an existing design
- Custom card art of your own design



78% of people prefer prepaid cards over other reward card options.²



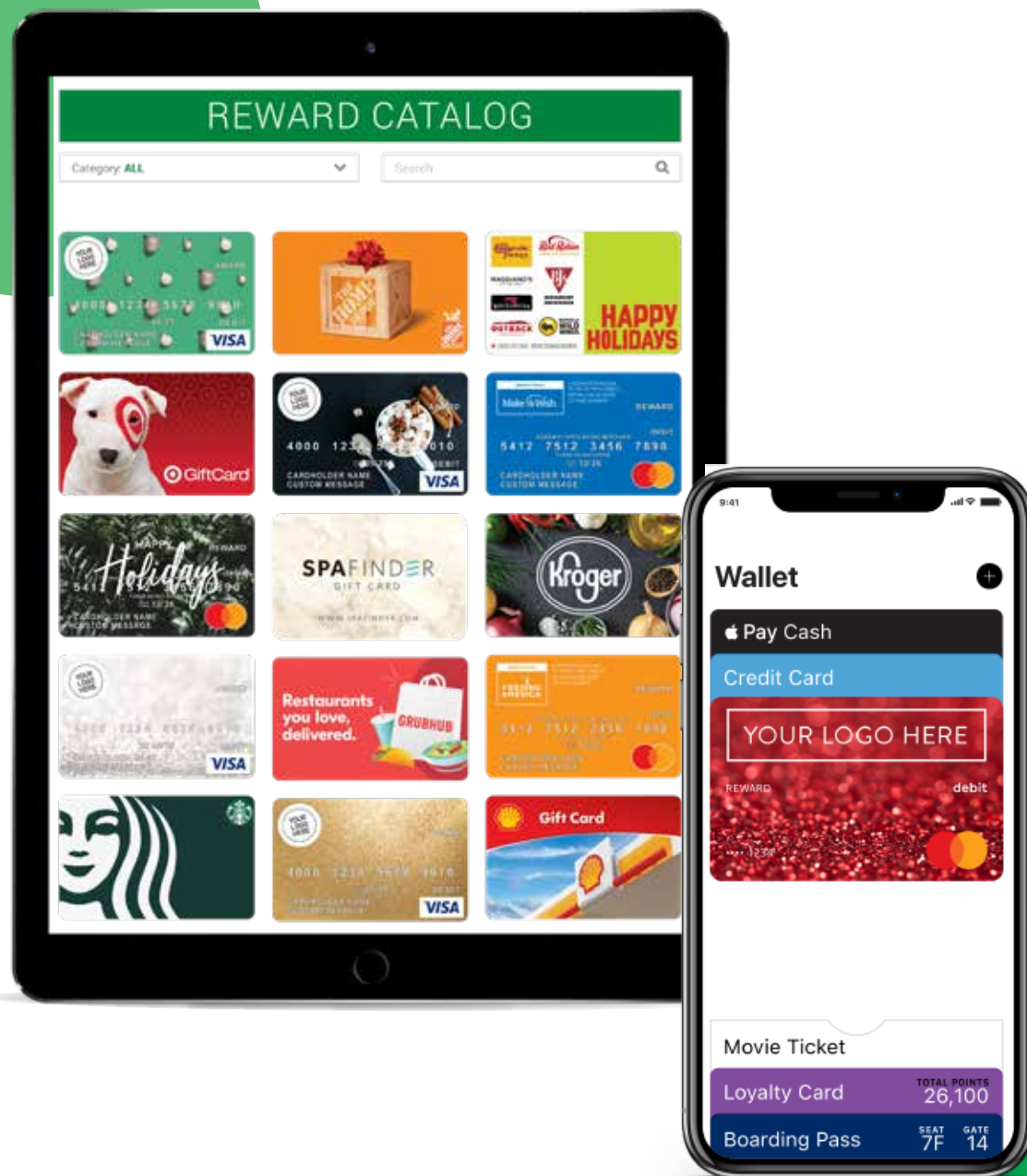
Bonus Tip

Add a matching greeting card with a custom message to go the extra mile.



Why I Love Reward Cards

"The safest way to go—and the perfect stocking stuffer."



TIP #2: Shop Early. Shop Digital.

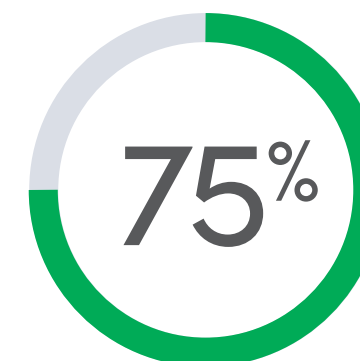
Don't get bogged down in the logistics of delivering 300 spiral-cut hams to customers or sending company-branded backpacks to remote workers. Instead, send digital rewards.

Digital rewards are fast, easy and convenient and send at the speed of email. They're ideal for making sure everyone's rewards arrive on time.

Bonus Tip

Mobile wallet-enabled Mastercard prepaid cards give your recipients more ways to spend—directly from their phone!

2020 accelerated digital payment adoption
3 years
ahead of expectations.



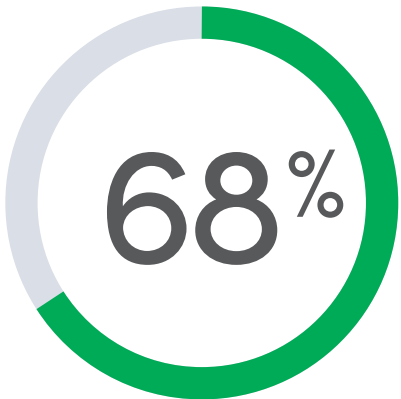
of people see digital gift cards as a good gift for the holidays.

TIP #3:

Give Back

Many of us are especially focused on helping people and giving to charity right now—so give the reward that gives back.

Our **Giving Good™ Prepaid Mastercard** donates 3% of the card’s value to one of five participating nonprofits at no extra cost to you or your recipients.³

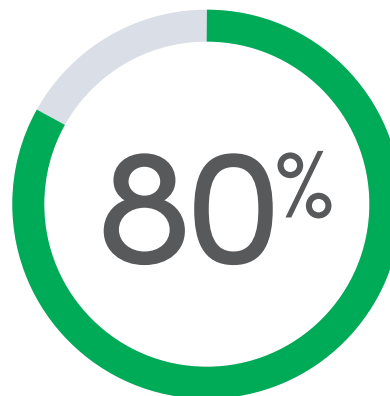


of people are focused on giving to causes this year (almost 80% for Millennials and Gen Z).

Why I Love Rewards Cards

“The people I give them to can buy what they truly want and not have to return something they don’t.”

Our new series of themed **Choice Gift Cards** feature multiple top brands—giving people the freedom to choose their gifting experience at any or all participating brands on the card.



of people want gift cards they can use at multiple retailers.



TIP #5: Focus on Wellness

Everyone's been working hard through tough times, and we all need a reminder to take care of ourselves. If your team needs to relax and rejuvenate, show them you care with a **health-and-wellness focused gift card** redeemable at a day spa, salon or fitness retailer.

The Spafinder® gift card makes it easy for people to find and book massages, facials and other spa treatments at over 27,000 participating salons nationwide.



Why I Love Reward Cards

"I like the idea because it gives the person a chance to spoil themselves."

A Smart Reward Makes Everyone Happy (Including You)

Select personalized prepaid cards and unique gift cards that give everyone the power to choose their own reward, give back to special causes they care about and take care of themselves.

Luckily for you, rewards from Blackhawk Network are something everyone loves—and they're fast, easy and convenient to order and a joy to receive.



Gift smart this holiday with Blackhawk Network



BlackhawkNetwork.com/holiday
866.829.0707

1. *The National Retail Federation's Annual October Holiday Consumer Survey was conducted by Prosper Insights & Analytics published in October 2020.*
2. *All stats in this book come from the holiday gifting outlook survey, which was conducted by Leger Group in August, 2021. It surveyed 2,000 gifters and likely gifters throughout the US.*
3. *100% of charitable donation, which is determined at the time of purchase, will be funded by Blackhawk Network, regardless of when the card is redeemed.*

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