

How Digital Reward Cards Worked For... **Embassy Suites®**

Product: **Plant-A-Tree**

Industry: **Travel & Tourism**

Use: **Customer Incentives, Event Giveaways, Eco-Friendly**

Staying Green

Embassy Suites® takes their commitment to “Going Green” seriously, even having some of its hotels officially certified as Green Lodging. In looking for a creative way to introduce their new initiatives to local communities, they decided to help sponsor a community event and distributed custom branded eco-friendly, Plant-A-Tree Cards to attendees.

Each card, printed on recycled paper, directed consumers to go online and show their support by planting a tree in a global reforestation project. While redeeming the card at an Embassy Suites® branded site, attendees also had the opportunity to learn more about the hotels and even book a future stay. Then after redeeming the offer, they had the option to print out a certificate in honor of their planting. Plant-A-Tree Cards were a great way to enhance their brand’s public image as an eco-friendly company and increase their brand loyalty.

Pricing below is for our standard cards. Please contact us for additional print options or web options and pricing.

Quantity	500	1,000	2,500	5,000
1 Tree	\$0.90	\$0.77	\$0.70	\$0.62
2 Trees	\$1.18	\$1.05	\$0.97	\$0.87
3 Trees	\$1.48	\$1.35	\$1.25	\$1.12
5 Trees	\$2.10	\$1.93	\$1.82	\$1.63



Pricing & Information

For orders over 5,000 cards or other tree denominations, inquire for a custom quote.

Price includes 4/1 process printed Recycled Paper Stock card and program management. Standard card specs: 2 1/8" x 3 3/8", 10 mil recycled paper stock. Also available in seeded paper for an additional charge of \$0.42 or cards are plastic. Cards expire 12 months from date of issue. Modified expiration dates and card shapes also available. Custom website landing page will be an additional charge.

Production Time: 10 working days from proof approval. Rush service available upon request. Pricing subject to change without notice.

For all other details please call HGX Creative at 508.405.4506.

