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MP Advertising Inc



"We wanted to be unique, and different!"

- Kelly Jenkins, Sales & Marketing

Odenza Client Satisfaction

Rating: 10 out of 10.

**"If our client buys it, then
 that means it works!"**

The Industry

MP Advertising Inc. has been a premier distributor of promotional products and marketing strategies since 1981.

"It is our first year using Odenza incentives and we recommend their products to all our clients!" - Kelly Jenkins, Sales & Marketing

Key Challenges

- Provide a unique and rewarding incentive for our clients other than tangible merchandise.
- Build a program for our client that will motivate their employees, create retention, and build loyalty.
- Develop a marketing strategy using Odenza's travel incentive products for 15 other promotional programs and client proposals.

Odenza Solution

- A variety of promotional travel products that can be presented to qualifying clients for proposals and requests; for lead generation, closing tool and special promotions.
- Full-service travel agency and fulfillment house – knowledgeable travel agents.
- Optional marketing and advertising materials – graphic designs, web development and conceptualization.

Implementation

MP Advertising had proposed Odenza's "U-Pick" travel incentive product to their client; they have implemented an employee incentive program that rewarded 20-30 to their long-term associates for their outstanding service.

Key Marketing Benefits and Results

The employee incentive program established loyalty, motivated employees, and added retention in a demanding market. Odenza incentive products provided McCabe Promotional Advertising with a unique promotional channel in a highly saturated market.

- Increased customer loyalty
- Strengthened brand awareness
- Provided a competitive edge



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