

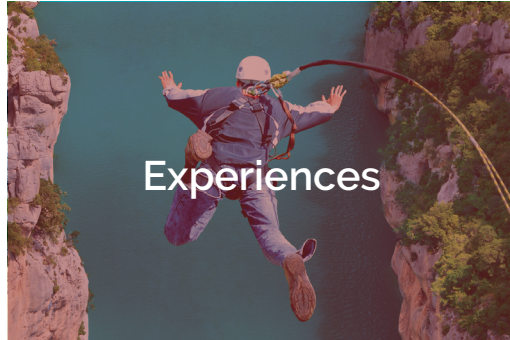
Red Letter days
CORPORATE

**Enhancing Employee
and Customer Experiences**





Company



Experiences



HR



Customer Loyalty

Background

Set up in 1989, Red Letter Days pioneered the concept of giving unforgettable experiences as gifts. The idea really caught people's imaginations and Red Letter Days today, with its iconic red box, is THE go-to gift experience company. Making memories over accruing 'stuff' is at our core and we offer a range of amazing experiences in the UK; giving our customers an unrivalled choice with something to suit every taste, occasion and budget. We love what we do and intend to continue building on our expertise and sense of adventure to reach new heights.

Many of our experiences make everyday life a little bit more special – like a few hours being pampered at a luxury spa. And some are genuinely once in a lifetime – like our Spitfire Passenger Flight. Red Letter Days also provides great corporate solutions for some of the UK's biggest companies.

For the most inspiring way to make an experience the best day of your life, rest assured you're in the original and the best hands in the business.

Brands We Work With



Our Values

Courage

Displays and defends conviction and integrity to do what is right for the company

Excellence

Sets and maintains high performance standards for self and others which promote the company's strategic objectives

Creativity

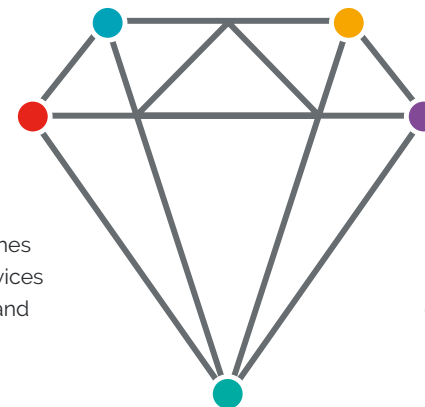
Look for innovative approaches to providing or improving services which increase efficiencies and optimise cost

Teamwork

Helps and supports fellow employees to contribute to the overall success of the Company

Ownership

Takes responsibility for challenging tasks to deliver on time high quality results

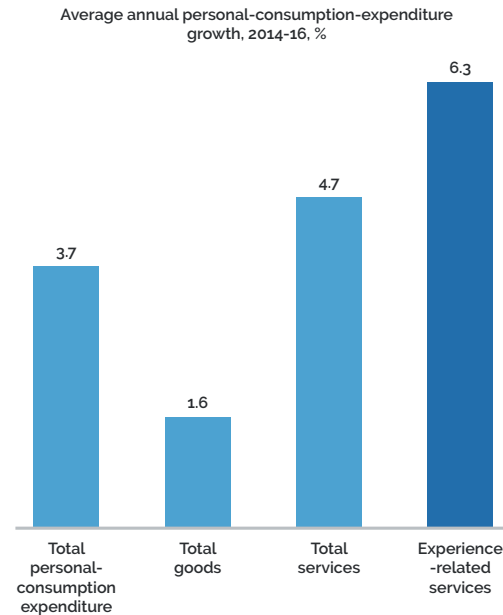


What Is The Experience Economy?

Expenditure towards a service that someone can experience physically via attending or being involved in the product itself, review the graph on the right.*

Growth in spending trend towards 'days out and experiences', increased appetite in living and experiencing the product is where the consumer market has been headed over the past 2 years.*

Continued growth in digital platforms such as Instagram and Snapchat, now get high engagement amongst older demographics as well, as fuelled the desire for the masses to spend equally if not more on good experiences.



Two Types Of Experiences

Within the experience economy, there are two types of interfaces a consumer can have with a brand, and several conclusions to draw from the distinction between the two.



1 Customer Participation

Customers can participate actively or passively in an experience. In active participation, a consumer plays a key role in creating the event or interaction that generates the experience. Have you ever gone to a mystery dinner theatre? You were an actively participating consumer in that space. Not a whodunit fan? Some consumers prefer to participate passively just by showing up. Concert attendees, for example, participate with their presence. Whether you prefer active or passive consumer participation, you're still getting exactly the experience you want.

2 Connection

Physical and mental connectivity determine experience levels, too. The two ends of the connection spectrum are absorption and immersion. If you're taking notes in a lecture, for example, you're more absorbed in the connection to the material than you would be if you were studying alone from a textbook. If you watch a sporting event standing on the immediate sideline, you're immersed in your connection to that experience (as opposed to watching it from the nosebleeds). One type of connection to experience is not more telling of consumer behavior than the other (although it is important to marketers). At the end of the day, having the connection in the first place is the most important part.

Cost Of Disengagement

Engaged employees are more productive and innovative (not just happier), while also being less likely to leave their job. Organizations with engaged employees outperform others by 202%*

- Return on Investment of Employee Engagement
Companies with employee engagement programs achieve 26% greater year-over-year increase in annual company revenue, compared to those who do not have formal programs.**
- Nearly nine in ten executives rated employee engagement as a top priority for their companies
- Engaged employees are much less likely to leave their job, which saves your organization time and money (the average cost-per-hire is more than £4,000) Actively disengaged employees cost up to £605 billion in lost productivity each year.***

Employees are the core of any successful organisation. Invest in your employees, invest in the growth of your business.

Sources: *Employee Insights, Gallup, 2016; 2 Aberdeen, **Deloitte, Global Human Capital Trends 2016, February 2016; ***Bersin by Deloitte Talent Acquisition 2017



Enhance The Employee Experience

Rewarding employees and incentivising them is hardly a new science, what we reward them with is what matters, and the importance of choice when it comes to that reward.

Employee Loyalty

- Anniversary and long Service Awards
- Birthday Gifts
- 'Thank You' Gifts
- Holiday greetings

Experiences that create memories

- Beyond a product provide them with an experience they will cherish and remember
- Memories they can share with their own friends and families

Performance Incentives

- Sales targets
- Performance rewards
- Appreciation for collaboration
- Team rewards

Why Choose Red Letter Days?

Gift your employees memories and experiences they will forever thank you for...



No Management Fees



Free Exchanges



Europe's Largest Range



Award Winning Service



Free Branding

Activation & Support



Browse our list of handpicked partners, assessed on a regular basis



Select the experience that grabs your interest, more experiences added all the time on redletterdays.com/redeem



Take advantage of our free, 3-step online exchange process if you wish to swap your experience for another. Browse through up to 6,500 experiences



Enjoy 2-year validity from date of purchase

Award Winning Customer Service

Our award winning customer support team is always on hand, to assist the users on how to use their vouchers and assist where applicable.

Easy to use intuitive online platforms

Our online platforms are very simple and easy to use/ You simply enter your voucher number and have access to book and select whatever you like!

Dedicated Account Managers

Our account management team is there to ensure a seamless integration, ongoing management, generating excitement!



Open Gift Voucher

Red Letter Days Corporate Open Gift Vouchers give your recipient complete freedom, and take the time and effort out of gift giving without skimping on the thoughtfulness. The variety and choice of business gifts online is fantastic but sometimes so many options can be overwhelming! Our Open Gift Vouchers are exactly the solution you need – taking away the stress of choosing the perfect staff gift and allowing your recipient to get exactly what they want.



Fit your budget easily by choosing the gift voucher value you want to give. Spend £10, £1000 or anything in-between it's completely up to you!



Browse our easy to use redemption site to find experiences by location, experience type, keyword or price.



Recipients can use their gift cards as full or part payment towards thousands of experiences.



Multiple gift cards can be combined to be redeemed against a higher value experience.



Gift cards can be extended if recipients need more time to choose.



Why Experiences?

Make memories

Give the gift of making memories, ensure your employees feel appreciated, and provide a fantastic employee incentive in the form of a fun and innovative experience. Cash rewards are all well and good but they fall into the same category as salaries and bonuses instead of being seen as an extra benefit specifically targeted to recognise hard work and long service.

Create a buzz for your business

All publicity is good publicity but good publicity is definitely better! Build a buzz around your business by providing your employees, business partners, clients and customers with experiences they can't wait to shout about. The power of a positive tweet is not to be underestimated.

Something new, fun and unique

Our seven key areas ensure every base is covered and that our corporate gifts feature the most exciting and innovative experiences available.



Premium Presentation

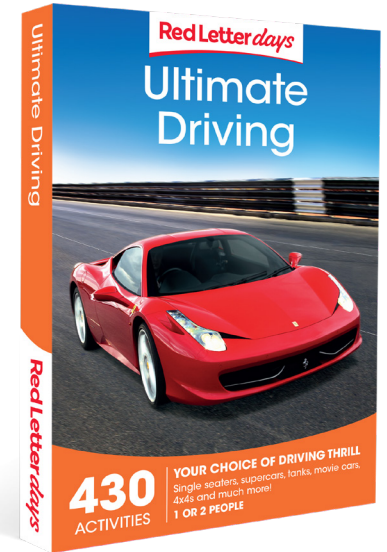
Gift Boxes by Red Letter Days are unique giftboxes; beautifully presented for impact and available in a range of themes and price points.

Each Gift Box includes a detailed guide to what's included, a message card and a gift voucher.

e-Boxes

For instant rewards or last minute gifts, we also provide a digital e-box with the same great choices as within the Gift Box.

- Customise each e-box with a personalised message
- Send instantly to your recipients
- Access to over 12,000 activities
- No delivery costs



Customer Participation



You **GIVE** the Gift Box
of your choice



They **CHOOSE** an
experience from the
guidebook or online



They **BOOK** with the
chosen venue



They **ENJOY** a great
experience

Branding

It couldn't be easier to customise our range of Gift Boxes by Red Letter Days. Whether you choose to add a sticker to the box, a band or a fully branded sleeve, we have a range of solutions to make the box your own and at a price to suit you.

For large schemes, we can also create a branded redemption site where your recipients will be directed to redeem their Gift Box, keeping you and your key message in mind throughout the entire booking journey.



Enhancing Customer Experiences

Customers make decisions every day of who to buy from, which they have a lot to choose from. Many factors play into a customer's decision. When a customer repeatedly buys from one brand over another, then they are considered loyal to that brand. Loyal customers are more profitable for your business. Here's a few examples how:

- Loyal Customers are Less Expensive
- Loyal Customers are More Consistent Shoppers
- Loyal Customers Spend More
- Loyal Customer Refer More Business

Take the Next Step to Increasing Customer Loyalty

Customer experience is what differentiates your brand from your competitors. It's the foundation of why customers choose to buy from your brand over and over – the definition of customer loyalty. Use our solutions to provide your customers with amazing experiences. The variety of our experiences allows you to use the most relevant experiences in accordance to your brand and the campaign you will be looking to run. With full branding and personalisation – you can use our experiences at different junctions from rewarding customer loyalty, to managing issues by providing them rewards as well as using experiences as rewards for customer acquisition.



Gifts For Everyone



£39.⁹⁹

Shared Moments

RLD11947084

- UK Wide
- Over 1910 experiences
- Share a memorable day out

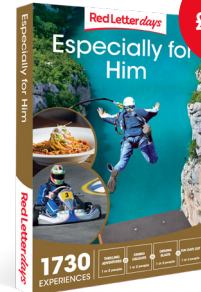


£129.⁹⁹

Ultimate Moments Gift Box

RLD11441602

- UK Wide
- Over 945 experiences
- Make some memories



£49.⁹⁹

Especially for Him Gift Box

RLD11459848

- UK Wide
- Over 1730 experiences
- Unique gifts for him

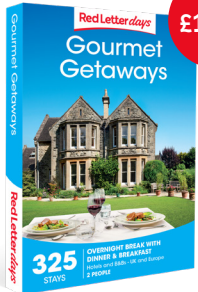


£49.⁹⁹

Especially for Her Gift Box

RLD11459847

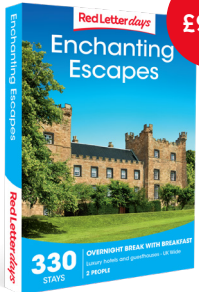
- UK Wide
- Over 2810 experiences
- Fantastic gifts for her



Gourmet Getaways Gift Box

RLD10941569

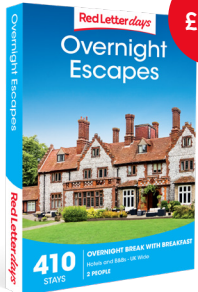
- Locations across the UK and Europe
- Over 325 experiences
- Overnight stay with dinner



Enchanting Escapes Gift Box

RLD10959560

- UK Wide
- Over 330 experiences
- One night luxury breaks



Overnight Escapes Gift Box

RLD10941563

- UK Wide
- Over 410 experiences
- Overnight stays

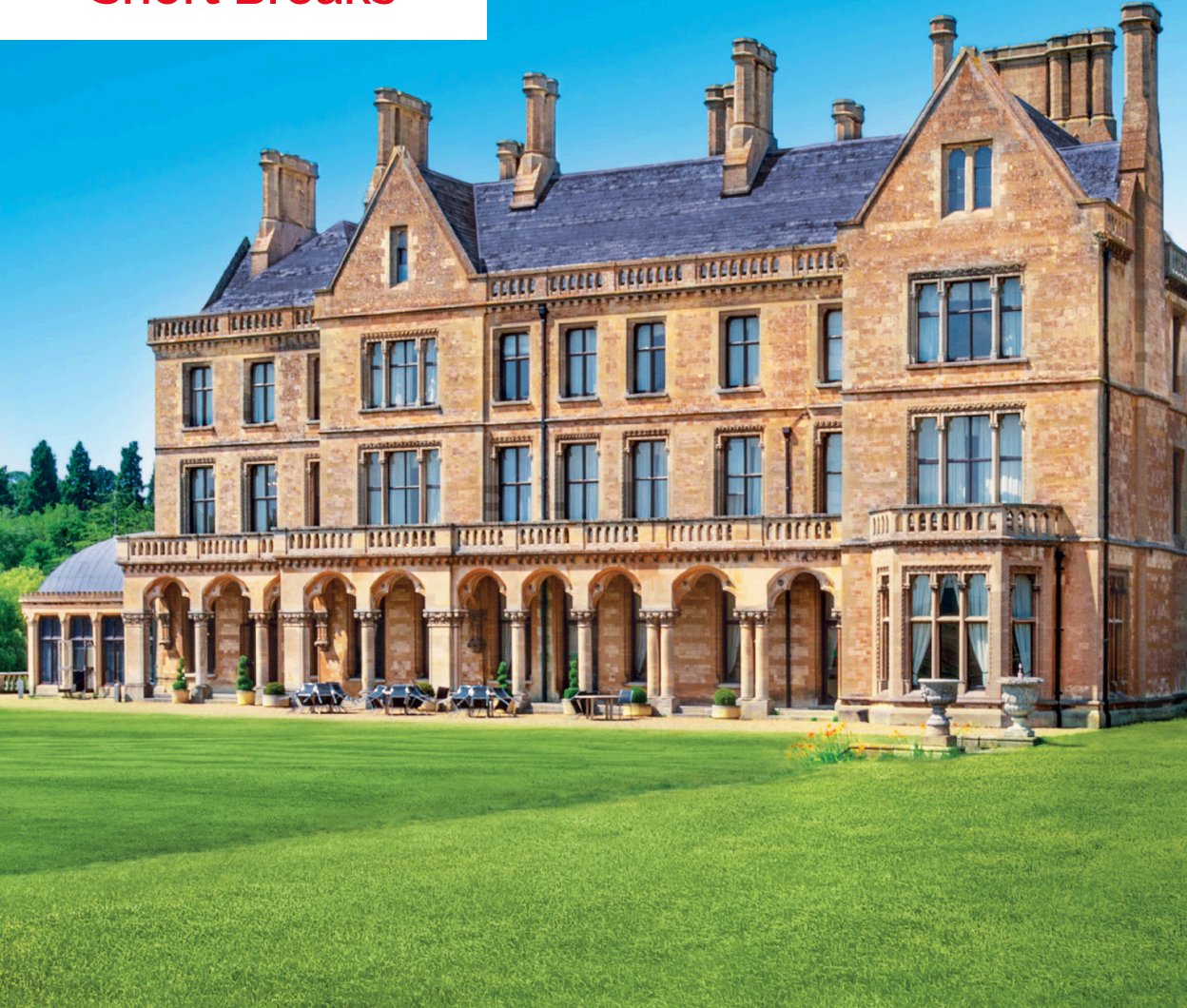


Rural Retreats Gift Box

RLD10946183

- Locations across the UK and Europe
- Over 450 experiences
- Overnight country breaks

Short Breaks



Food & Drink

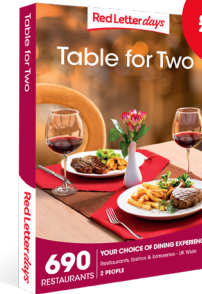
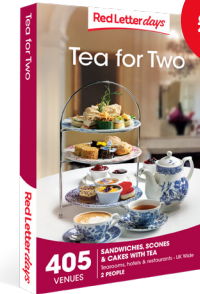
£59.⁹⁹

Table for Two Gift Box

RLD10741544

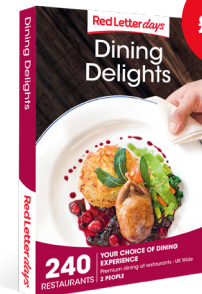
- Locations across the UK and Europe
- Over 690 experiences
- Dinner for two people

£34.⁹⁹

Tea for Two Gift Box

RLD10746810

- UK Wide
- Over 405 experiences
- Afternoon tea

£89.⁹⁹

Dining Delights Gift Box

RLD10746818

- UK Wide
- Over 240 experiences
- Deluxe dining for two

£49.⁹⁹

Sparkling Afternoon Tea Gift Box

RLD10746813

- UK Wide
- Over 260 experiences
- Sparkling afternoon tea



Spa and Salon Treats Gift Box
RLD10541534

- UK Wide
- Over 1230 experiences
- Relaxing spa and salon treats



Relaxing Spa Days Gift Box
RLD10561352

- UK Wide
- Over 570 experiences
- Relaxing spa days



Spa and Salon Treats for Two Gift Box
RLD10561324

- UK Wide
- Over 240 experiences
- Deluxe dining for two



Luxury Spa Days Gift Box
RLD10572257

- UK Wide
- Over 225 experiences
- Luxury spa days



Pampering

Adrenaline



Action and Adventure Gift Box

RLD10141541

- UK Wide
- Over 525 experiences
- Action and adventure



Amazing Adventures Gift Box

RLD10159919

- UK Wide
- Over 600 experiences
- Amazing adventures



Ultimate Adrenaline Gift Box

RLD10144960

- UK Wide
- Over 420 experiences
- Action and adventure



Driving Dreams Gift Box

RLD10244957

- UK Wide
- Over 250 experiences
- A range of driving experiences



Ultimate Driving Gift Box

RLD10241547

- UK Wide
- Over 430 experiences
- A choice of driving experiences

Driving





Testimonials

“ Here at STA we use Red letter days on a daily basis. I would like to say the service they provide is great, always getting the vouchers out efficiently. A big shout out to Allison who single handily kept up with our high demand of orders earlier in the year. She is always on hand to assist us if we have any issues/enquires. Keep up the good work! ”

Stephanie Boss, STA Travel

“ Premium customer service and first class products at very reasonable prices. The Services are exemplary and we know we are in the best of hands. Employees love the prospect of being rewarded with experiences as a token of gratitude for their hard work. Recommending you to other HR companies goes without saying. Absolutely! ”

Harold Davies, Globexpert

“ A pleasure to work with. Always very quick to process orders and respond to email queries and requests. Redemption process for codes is seamless and never any issues reported from our customers. ”

Lou Winter, American Express

“ We have worked with Buyagift for many years and their service has always been second to none. Over this time we have provided a huge number of their experiences to our clients and the feedback we receive is always extremely positive. The quality of the experiences are always of the highest order and the booking process once a voucher has been received couldn't be easier. Their customer service team are always fast to respond and do whatever they can to help, whether that's extending a voucher or exchanging it for a more suitable experience. I cannot praise the team at Buyagift highly enough and would certainly recommend them. ”

Nick Simkin, Fundraising Auctions

Range Summary

B2B EXCLUSIVES	Number of locations	Number of People	Price
Treat	2375	1 or 2	£34.99
Enjoy	2000	1 or 2	£39.99
Luxury	2570	2	£49.99
Celebration	3570	2	£99.99
Luxury	TBC	2	£199.99

ADRENALINE	Number of locations	Number of People	Price
Action Adventure	525	1 or 2	£49.99
Awesome Adventures	600	1 or 2	£99.99
Ultimate Adrelanine	420	1 or 2	£159.99

FOOD & DRINK	Number of locations	Number of People	Price
Tea for Two	405	2	£34.99
Sparkling Afternoon Tea	260	2	£49.99
Table for Two	690	2	£59.99
Dining Delights	240	2	£89.99

PAMPERING	Number of locations	Number of People	Price
Spa and Salons Treats	1230	1	£29.99
Spa and Salons Treats For Two	570	2	£39.99
Reland and Unwind for Two	1615	2	£59.99
Relaxing Spa Days	570	2	£99.99
Luxury Spa Days	225	2	£134.99

SHORT BREAKS	Number of locations	Number of People	Price
Glamping Breaks	25	2	£59.99
Overnights escapes	410	2	£79.99
Rural retreats	450	2	£89.99
Enchanting escapes	330	2	£99.99
Gourmet Getaways	325	2	£119.99
Two Night Blissful Breaks	285	2	£119.99
Two Night Magical Memories	420	2	£139.99
Deluxe Gourmet Stays	405	2	£149.99
Two Nights In Europe	220	2	£169.99
Two Nights Superb Stays	405	2	£179.99
Two Night Gourment Breaks	310	2	£199.99

GIFTS FOR EVERYONE	Number of locations	Number of People	Price
Thanks	2255	1 or 2	£34.99
Shared Moments	1910	2	£39.99
Happy Birthday	2625	1 or 2	£49.99
Especially For Him	1730	1 or 2	£49.99
Especially For Her	2810	1 or 2	£49.99
Memorable Moments	945	2	£79.99
Days Out Together	2095	2	£99.99
Ultimate Moments	945	2	£129.99



Discover the full range of boxes at redletterdays.co.uk/gift-boxes

Red Letter *days*
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Contact us to discuss your business requirements:

Tel: 0123 456 7890 Website: www.redletterdays.com/corporate Email: yourname@yourcompany.com