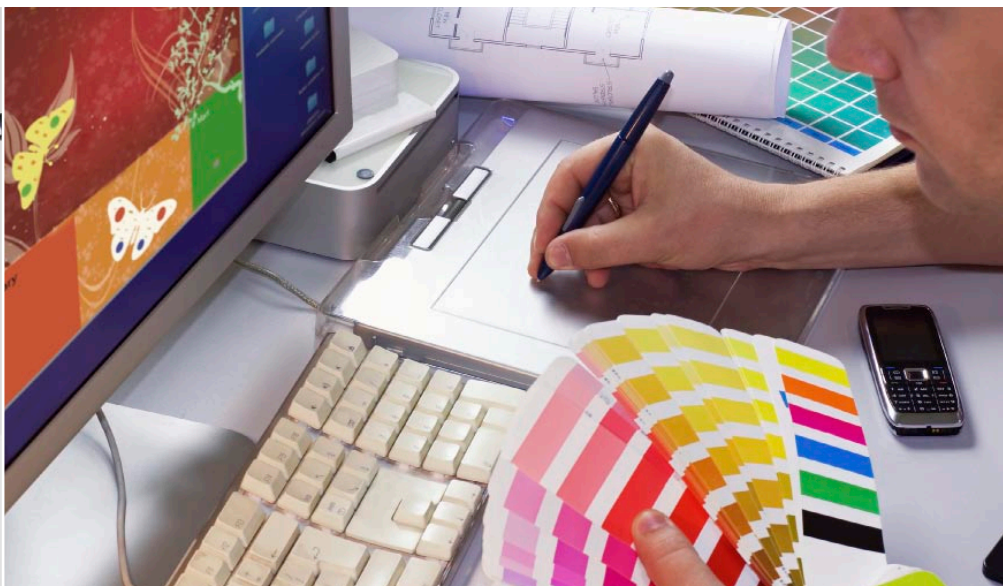


HMI—Creative Services



Creative Services

- Marketing planning and execution
- Brand identity and strategy
- Website design
- E-mail marketing
- Audio / visual marketing
- Automated calling marketing
- Graphic design
- Direct Marketing – Print collateral / brochures
- Personalized direct marketing
- Incentive program promotional strategies
- Copy writing

Creative Services

Effective communication is critical when it comes to incentive marketing—it keeps participants engaged and provides your program with valuable momentum. Experience has shown that frequent communication has a direct correlation to capturing both mind share and market share. We at HMI will develop your program materials with a creative theme and logo, design print and audio-visual materials and maximize brand opportunities by consistently and creatively reminding customers of the benefit of doing business with you.

At HMI Performance Incentives, we have an in-house creative professional team consisting of a Director of Marketing Communications, web and print designers and copy writers that work to build and manage full-service programs, one campaign or project services to meet your creative program needs.

The creative services team works closely with you to understand your customers' demographics to plan and execute a marketing campaign and engage the group providing maximum participation in the program. Through brand identity and recognition, a mix of direct mail and e-mail marketing and a consistent message, the program takes off!



“We are very pleased with HMI and the results of our rewards program. HMI has been very responsive and creative in providing solutions to drive program results. It is clear that we made the right decision by partnering with HMI. In fact, we have extended our relationship for another two years of success. HMI’s dedication and attitude make the difference, and I highly recommend them.”

VP Sales & Marketing

Contact us today to see how HMI can help your business reach new heights.

Understanding the target audience, delivering compelling information through design and copy with personalization and measurability is key. With a combination of direct mail (which is the best driver of website traffic) and e-mail communication, we develop innovative campaigns that resonate with you and your customers.

About HMI Performance Incentives

HMI Performance Incentives is a leading full-service performance improvement company focusing on channel loyalty initiatives, sales/customer incentives, employee engagement programs and group travel. Since 1980, HMI has combined powerhouse solutions with personal service to develop successful incentive strategies for Fortune 1000 companies that increase sales, market share, loyalty and profits. Based in Boston, HMI provides client services in over 80 countries worldwide.



57 Providence Highway
Norwood, MA 02062
Tel: 800.343.4034
Fax: 781.440.0635
www.hmiaward.com