

Meridian Credit Union: Retail Appreciation Day



Showing appreciation to branch employees in real-time across Ontario for their efforts during the pandemic.

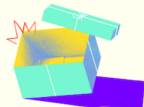
AT A GLANCE



88 Meridian
Branches



750+ Recipients



94% Claim Rate

GIFTING REQUIREMENTS

Easy, turnkey solution in set-up and execution
Range of gift options for large audience
Consistent gifting experience across entire network

CAMPAIGN GIFT EXAMPLES

Canada Helps Charity Gift Card
Starbucks
Trees Planted in Ontario
Uber Eats
Cineplex

"It was great working with the Unwrapit team on our Retail Appreciation Day initiative. The team provided a truly turnkey solution that enabled a successful event. From planning, to implementation, to post-event reporting, the team was responsive and incredibly easy to work with. The live dashboard reporting was especially useful and insightful in allowing us to track our claim rate in real time and see what gifts were most popular -- great information to have for future initiatives.

Jessica

Business Optimization Specialist
Meridian Credit Union

OBJECTIVES

As part of Retail Appreciation Day, the Meridian leadership team wanted an easy, sustainably-minded way to give gifts to their employees across a large geographical area. Their leadership team visited each branch in person and they wanted to reveal the non-physical gifts at the event, embracing a truly hybrid approach. They needed a guarantee that every branch employee would be able to receive their gifts simultaneously, digitally wrapped in the Meridian brand.

Due to a large number of recipients, Meridian wanted each recipient to have a broad range of gifts to select from, ensuring they received something that resonated with them personally. Practical gift choices were mixed with social-impact options.

Finally, Meridian was interested in keeping track of who had claimed their gift to ensure that no one was left out of the gifting experience.

SOLUTION

Meridian leveraged Unwrapit's diverse selection of gift options for this event. Recipients selected a digital gift from that catalog, including options such as Cineplex and Uber Eats gift cards, redeemable and usable anywhere in the country.

Making a charitable donation through CanadaHelps or planting trees through One Tree Planted was also available as a gift option.

At the event, Meridian employees were notified they were receiving a gift, and all branch employees received an email at a set time with a link to their gifting experience and gift claim instructions.

RESULTS

Using the personalized landing page from Unwrapit, every recipient (750+) across the entire retail branch network was able to access their digital gift in real-time.

With a 94% gift claim rate the campaign was well-received and employees were engaged and appreciative. Many recipients who claimed their gift also used Unwrapit's interactive feedback feature, allowing the Meridian team additional insights and information.

