

“Everything you need to increase sales!”

MP ADVERTISING



MP ADVERTISING INC.

Premier distributor of promotional products and marketing strategies.

“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 clients other than tangible merchandise.
- Build a program 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, lead generation, closing 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 proposed Odenza’s travel incentive products to their client; they implemented an employee incentive program that rewarded 20-30 to their long-term associates for their outstanding service.

BENEFITS AND RESULTS

The employee incentive program established loyalty, motivated employees, and added retention in a demanding market.

SATISFACTION RATING: 10/10

“We wanted to be unique, and different! If our client buys it, then that means it works!”

– Kelly Jenkins, Sales & Marketing



Odenza[®]

www.odenza.com

CALL US TODAY! 1-866-883-2968