



Case Studies

How Companies Have Utilized Socially
Responsible Products



Case Study

Incentive Program

Broad Based Loyalty Programs

Example: A major US-based airline with a comprehensive frequent flyer program and an extensive rewards offering including hundreds of merchandise offerings.

Need: The client recognized that the inclusion of socially responsible items in their awards assortment would have broad appeal to their membership and add value to the program.

Solution: Adding a new category of socially responsible products to their rewards platform by partnering with a major US incentive company with strong ties to **HHP**. Launching Spring 2016 with a broad assortment of socially responsible items, the purchase of which lifts communities by creating job opportunities for people with barriers to employment.





Case Study

Incentive Program

Non-Profit Fundraiser Recognition

Example: A US-based association whose mission is to prevent and cure diabetes and to improve the lives of all people affected by this disease.

Need: Unique, themed-based merchandise rewards with high-perceived value for top fundraisers in an annual cycling fundraiser.

Solution: Collaborating with **HHP**, with strong ties to fair trade artisans in India, to handcraft and import unique socially responsible items created from reclaimed materials, such as bicycle chains and bicycle spokes.





Case Study

Incentive Program

Years of Service Programs

Example: A chain of American mid-range department stores based in Plano, Texas.

Need: Because many consumers choose socially responsible products in their day-to-day decisions, the inclusion of socially responsible items in a Years of Service recognition program provides such a choice.

Solution: Including several hundred items in their on-site distribution center by partnering with **HHP**. HHP has worked with agencies to address unique YOS price points by “kitting” and ensuring that there is product continuity and prompt delivery. The purchase of each product lifts communities by creating job opportunities for people with barriers to employment.





Case Study

Incentive Program

Overlay Programs

Need: Sourcing of new and exciting products, to augment standard awards assortments, for short-term offerings such as a Mother’s Day, Holiday, and Back to School.

Solution: Incorporating socially responsible items from **HHP** into such offerings. With no inventory commitment, these items can be offered “risk-free” and, if successful, be added to the regular assortments. HHP items that have been used in this manner, and widely accepted, include recycled iron washer bowls from India, fair trade and eco-friendly jewelry from Ecuador, and handbags and accessories from Cambodia and Guatemala.





Case Study

Incentive Program

Annual “Thank You” Gifts

Need: Year-end gifts for employees and clients that are non-cash, unique, and an on-going reminder of the importance of these relationships to the success of any business.

Solution: Look to **HHP**, and its unique awards assortment, for gifts with impact. Clients have selected embellished totes handcrafted from construction netting, gift baskets incorporating gourmet food items in eco-friendly metal bowls, unique accessories made from recycled Thai cement bags, and job-creating spa products made in Chicago.

