



# Reward gallery

## REWARD GALLERY

### Cost

3 management hours to implement.

OPTIONAL EXTRA: Email and site comms to advertise the launch at £200 or included on premium comms package.

### Audience

All audiences on all online programmes with reward functionality only.

### Timescale to implement

2 weeks from sign off, no downtime needed

### Objective

To engage users in the programme by demonstrating the accessibility of rewards. To freshen up content regularly and encourage continued activity.

### Mechanics

Using a submission form and tried and tested additional code we can have users submit a text field response and an image. Users would be encouraged to share photos of the rewards they have redeemed, or snaps of the destinations they have been to. This would then be visible on the 'gallery' page. All submissions can be approved before being posted on the wall.

### Measurement

We would expect to see a small rise in redemptions and user engagement. It should act as proof to detractors of the programme that the rewards are within reach.

### Reward

No reward needs to be offered, though it is optional, however we have found that users, even if it is in small numbers, are happy to share snaps of the rewards they have received.

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