

Orangutan



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If you're looking to acquire or retain customers, incentivise channel partners to sell more of your product, or to motivate your team to upsell profitable additional add-ons such as accessories, financial services or warranties, you're in the right place.

For the past 24 years, we've been designing complex incentive and loyalty programmes to drive sales for some of the world's leading brands, including BMW, Compaq, Orange, Microsoft, Procter & Gamble, Coty, GE, Honda and Wella to name a few.

People often tell us reward schemes don't work for their audience; however, in our
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experience, this is rarely the case.

The failure of any programme usually comes down to how well the programme is launched, structured and if the rewards are compelling enough for the audience.

Simple off-the-shelf incentive programmes, vouchers or an extra £50 in a pay packet, is going to do little to motivate a high performer to change their habits and begin pitching your latest product.

In our experience, it often isn't the reward itself that motivates a person, but rather the dopamine rush we get from telling our friends and family about it, and what we make it mean about our status in life.

This is why you can't take a cookie cutter approach to motivation.

Incentive and loyalty programmes need to be approached strategically. They need to be clear about the problem they solve and work to the psychology of the audience. If you are currently in the process of launching an incentive and loyalty scheme or would like to discuss how one could work for your business, I'll be more than happy to offer you a free 30-minute strategy call to see how I can add value to your initiative.

At Orangatun, our programmes typically deliver 47-900% increase in sales and return 20-40x on the initial cost of funding them. Our bulk buying power means we can access 50% greater rewards than your budget and guarantee an increase in sales will more than cover the cost of funding the program.

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