

CELEBRATE EMPLOYEE SERVICE

Lasting Impressions can help you create a corporate culture where employees are rewarded for their long-standing service and loyalty to the company, a critical element of employee engagement.

CASE STUDY: SERVICE ANNIVERSARY PROGRAM

ZETEC

Zetec is a global leader in mission-critical inspections for the power generation industry. Headquartered in Snoqualmie, Washington additional locations include Canada, France and Korea.

OBJECTIVE

Identify, decorate and deliver a collection of compelling branded merchandise to recognize employee service milestones of 5, 10, 20 and 30 years. The Zetec Human Resources team came to the project with budget requirements for each milestone. To create enthusiasm for the program, Lasting Impressions was asked to design the logos for each milestone and a menu of two to three gifts to allow employees to select what inspired them most.

PROCESS

Creative Development | Logo Design

When Lasting Impressions was awarded this project, we learned that Zetec had been unsuccessful in securing a logo to represent the service anniversary program. Over 15 designs had been created by competitors. This process worked to our advantage: We asked questions about the previous designs, listened to our client's goals and gained clarity on what the Zetec HR team truly wanted in a logo – a very simple design that closely matched the existing Zetec brand.

Milestone Awards

The goal of this project component was to identify best in class products: compelling merchandise with a strong sell through history and high demand securing availability for years to come. Trendy products or branded merchandise with price fluctuations were removed from consideration.



DEPLOYMENT

To launch the program, samples of every item were displayed at Zetec corporate headquarters. Employees in remote locations received virtual samples. The service anniversary awards items remain on display four years later.

To simplify distribution, the Zetec HR team identifies service anniversaries for their global workforce in December for the coming year. Employees are invited to select the item of their choice. All milestone gifts are secured in December and awarded on the employee's anniversary date.

Apparel has become such a favorite among employees that the Zetec HR team elected to purchase apparel for the entire employee team to promote team spirit and local awareness for the brand. Zetec leadership was pleasantly surprised to see the enthusiastic wear of branded apparel by employees.



To create a corporate culture at your company that drives employee engagement call us at 425.822.6651 or visit LastingImpressionsGifts.net.