THE POWER OF DIGITAL REWARDS
ECO-FRIENDLY OFFERS

Develop a positive relationship with your customers and employees by doing something great for the planet — together! Plant-A-Tree Rewards are an affordable, easy and effective way to make a meaningful connection. This eco-friendly reward gives recipients the ability to plant a tree in their choice of over 50 reforestation projects around the globe, including the United States.

Powered by Treecycler, the platform is a fun and inviting site that combines branding, social media and sustainability in one cross-channel promotion that actively engages the user. Consumers can feel good about preserving the planet by planting a tree in one of the many global reforestation projects available.

In addition to Treecycler, there are many other ways to make a promotion eco-friendly. You can choose to use recycled cardstock or seeded paper that grows when you plant it. You can even choose an online delivery method to save paper. Whichever the method, do something great for the planet and go green.

CASE STUDIES:

Client: Sierra Nevada  ➤  Use: Event Giveaway  ➤  Reward: Plant-A-Tree
Sierra Nevada® was looking for an easy, fun and eco-friendly giveaway for attendees of Earth Day San Diego, which is the largest free annual environmental fair in the world.

They chose to provide Plant-A-Tree Cards to visitors of their booth because it was a simple way to distribute cards to the thousands of Earth Day attendees. Plant-A-Tree Cards are compact, lightweight and a cost-effective way to distribute rewards.

Client: Protection 1  ➤  Use: Online Reward  ➤  Reward: Movie Tickets and Plant-A-Tree
Distributing Movie Ticket and Treecycler codes digitally was an easy way for Protection 1® to thank members who switched to the company’s Auto-Pay service.

This service reduces the use of natural resources, so giving customers the ability to plant a tree in a reforestation project as a thank you reward for switching over was a natural fit. Giving them a night out at the movies was a valuable added bonus.

In honor of Earth Day, Northwestern University wanted to do something unique to celebrate the holiday. They chose to provide cards with Treecycler codes to plant a tree because it was a simple way to distribute cards to thousands of students around campus.

Plant-A-Tree cards are compact, lightweight and a cost-effective way to distribute rewards. Northwestern even chose to print the codes on seeded paper, adding even more value in the eyes of nature-lovers. After using the code and planting a tree, students could plant the reward card to watch wildflowers grow.