



## INCENTIVE & RECOGNITION INSIGHTS 2024

The Incentive Marketing Association is conducting a ground-breaking new research study: Incentive & Recognition Insights 2024. The Incentive & Recognition Insights report will provide a comprehensive view of the global incentive, reward and recognition industry.

The research results will enable the IMA and our SIGs and Chapters to speak with a unified voice and will enhance our efforts to grow the incentive marketplace by educating business leaders on local and global best practices and trends to improve business performance.

The research is being led by industry veteran Rik Lutmer of [Loyalty Chiefs](#). Lutmer brings over 20 years of industry experience working with 84 brands across 28 business sectors. By combining qualitative data, based on interviews with panels of experts from each IMA SIG and Chapter, with quantitative data, the study will provide a global report complemented by individual Chapter and SIG reports. The individual reports will explore regional, and industry sector-specific insights presented in context with the global data.

### THANK YOU TO OUR RESEARCH PARTNERS AND RESEARCH SUPPORTER!

#### RESEARCH PARTNERS



**Blackhawk Network**  
[www.bhn.com](http://www.bhn.com)

Blackhawk Network (BHN) is a leader in branded payment technology. Our global payment & incentives network drives customer engagement, employee loyalty and revenue for businesses around the world.



**Hinda Incentives**  
<https://www.hinda.com>

Hinda Incentives helps engage, inspire and reward the people most important to your business by managing successful reward and recognition programs for your clients. For more than 50 years, we have been helping clients achieve their goals through well developed and managed sales incentives, employee engagement initiatives and customer loyalty programs. We exceed your highest expectations through our never-ending passion for and commitment to total client and award-recipient satisfaction.



**Touch Incentive**  
<https://touchincentive.com>

Touch Incentive is based in the Netherlands but operates in Europe. Working with a full-service approach Touch creates successful loyalty and incentive programs for each target group and sector.

#### RESEARCH SUPPORTER



**Tillo**  
<https://www.tillo.io>

Tillo makes gift cards, rewards, and incentives simple, efficient, and profitable. Tillo is challenging the market with a best-in-class, plug-and-go API that offers businesses seamless connections to 3,000+ global brands that their customers and employees love.

**Thank you to our Research Partners and Research Supporter for contributing to the funding of this research project. Their sponsorship of the Incentive & Recognition Insights 2024 goes directly to covering the costs of conducting the research by Loyalty Chiefs. These companies have no impact on the data collected, the survey content, or the way the research is conducted. As sponsors they show their thought leadership, receive brand visibility and will receive the final report Incentive & Recognition Insights 2024 that will be made available to all IMA members.**