

## Corporate Gifting Program

### HBO

#### Company Background

Home Box Office, Inc. is the premium television-programming subsidiary of Time Warner Inc., providing two 24-hour premium television services, HBO and Cinemax. Together, both networks reach about 39 million subscribers in the United States via cable and satellite delivery. Home Box Office's international joint ventures bring HBO branded services to more than 50 countries around the globe.



#### From the Source

"The simplicity of the program, money we saved and quality of GiftCertificates.com's sales team made this a great experience. The program went so well that we plan to use GiftCertificates.com again this holiday season, and look forward to a potential long-term partnership."

**Lorraine Ponteres**  
Community Outreach Associate  
HBO

#### Challenge

HBO has a reputation for generosity among its employees when it comes to holiday gifts. However, like many corporations, HBO struggled to identify holiday gifts that are appropriate for employees at all job levels—what might be fitting for a mail room attendant is not necessarily suitable for a senior executive.

In the past, employees received items ranging from luggage to designer accessories. However, bulky items and packaging materials required considerable storage space and created a noticeable mess around the office during the delivery process.

In 2002, HBO worked with a vendor to create a Web site that allowed employees to choose one of four pre-selected items. The idea of giving the employees the freedom to choose their holiday gift was extremely well-received.

#### Solution

In 2004, HBO teamed with GiftCertificates.com™ to introduce the SuperCertificate® REWARD in their corporate gifting program, which turned out to be a perfect solution for HBO's holiday gift.

The SuperCertificate® REWARD offered unmatched flexibility, variety and convenience for all HBO employees. Recipients could personally choose from thousands of goods and services offered by hundreds of merchant partners.

The staff at GiftCertificates.com simplified administration of the program for HBO with specialized services, such as personalizing, sorting and distributing nearly 2,000 SuperCertificate® REWARDS for company employees. The program saved time and money by reducing shipping, packaging and storage costs.

#### Program Results

HBO was thrilled with SuperCertificate® REWARDS and so were its employees.

- More than 98% of comments received about the GiftCertificates.com program were positive.
- HBO saved \$25 over the previous year on every \$100 gift, generating approximately \$50,000 in savings.
- In a year's time, total combined savings from reduced shipping costs and labor were estimated to be \$60,000.

