

ADT COMMERCIAL

Club110 Employee Recognition Program

THE SITUATION:

ADT Commercial wanted to implement a new workplace culture program that would provide rewards and recognition to their employees across their entire ADT Commercial department. The end goal was to engage positive feedback and get employees excited about the new ADT Commercial brand.

OUR SOLUTION:

Zeller helped create a multi-touchpoint campaign that consisted of a visual identity, flyers and emails. The program was based on employees meeting or exceeding their monthly sales goal. Winners were awarded with a collectible recognition chip, a leather valet to showcase their awards on their desk, along with \$110 to spend at their online corporate gift store that contained high-quality apparel branded with their new ADT Commercial logo. They even received a personal note from their CEO thanking them for their dedication and hard work.

THE RESULT:

Club110 created pride and excitement for employees who were part of the new ADT Commercial team. It helped drive positivity across all departments of their organization and strengthened their culture. The program also generated brand awareness through the employees that purchased and wore the freshly-branded apparel from their online corporate gift store. Club110 was so successful that they are continuing the program for 2020!

ADT Commercial
Introducing **Club110**
WHEN YOU WIN / ADT COMMERCIAL WINS
We're taking commercial security and fire to the next level, and when you give 110%—we're going to recognize your exceptional efforts as part of the ADT Commercial Club110 monthly award program.

Sales Recognition Award
Being the best as a top ranking sales associate will earn you membership into this elite group. You just need to meet or exceed your performance goals.

See what you win when ADT Commercial wins.

- Club110 Award**
Every month you achieve Club110, you will receive a commemorative coin engraved with the month and year of your achievement.
- Club110 Award Display**
The first time you earn an award, you will receive this embossed leather tag to collect and display your Club110 awards.
- \$110 ADT Commercial Gift Store Bucks**
Each time you achieve Club110, you will receive up to \$110 in spending money at our love gift store.

Our ADT Commercial Gift Store includes top brands:

Nike, Under Armour, Beats, Peloton, JBL, Tommy Hilf, Kenneth Cole, YETI, Calvin Klein

We're taking commercial security and fire to the next level—but we can't do it without you.

ADT Commercial

| | NUMBER OF WINNERS |
|---------------|-------------------|
| R & IR | 40 |
| R & R | 25 |
| R & IR | 8 |
| | 1 |
| IR | 10 RMR & 10 IR |
| | 1 RMR & 1 IR |
| \$1,000 | All that qualify |
| RMR | 1 |
| IR (SI) | 30 |
| R (Recurring) | 3 |

100+ SALES ASSOCIATES FOR 7% TO QUOTE FOR IR & RMR

TOP SALES AWARD
ADT Commercial
APRIL 2019

WHEN YOU WIN
Club110
ADT COMMERCIAL WINS

Club110
WHEN YOU WIN / ADT COMMERCIAL WINS

Thank you and congratulations!
Your contributions power our success.

D. Paul
D. Paul
Executive Vice President, ADT Commercial

ADT Commercial