

Starr Tincup and **I2I** Join Forces to Help Incentive Companies Differentiate

Competition in the incentive industry has increased dramatically in the past few years making it imperative for incentive companies to have a strong, memorable, and differentiated market position to continue to be successful.

Due to increasingly commoditized offerings, smarter buyers, more niche, single-offering providers, and ongoing margin pressure, incentive companies must, more than ever, be focused on market positioning and traditional and non-traditional marketing efforts to create a competitive separation from the rest of the marketplace.

Until now, incentive companies typically relied on their in-house marketing staffs to help create their “brand” in the market place and hoped their direct sales channels brought that message to the market. This is no longer enough – and no longer efficient nor effective.

Starr Tincup and **I2I** Launching Branding and Marketing Initiative

Based on a cab-ride conversation between Bret Starr (Founding Partner, Starr Tincup) and Paul Hebert (Managing Director, **I2I**), the two companies are partnering to help incentive companies identify what makes their company special, different, and valuable and how to market those qualities to their clients.

“Traditionally, incentive companies have relied on their sales organizations to spread the message, but with a decrease in the number of sales people in the field, combined with today’s technology, that’s just not an efficient way to communicate. Add to that the need to have a definable position relative to the competition, from gift card only companies to HR technology to companies offering channel management software, incentive companies need to get back to marketing their brand,” Hebert said.

Starr Tincup, a marketing services company out of Forth Worth, TX has been a force in the human capital space for years helping over 150 companies define and promote their brand in the marketplace. “When Paul and I talked, I knew that combining our successful marketing capabilities with Paul’s history and reputation in the industry could help any incentive company create a strong, marketable position. Not to mention it’s just a fun industry to be around.”

The Offer

Starting in late October, Starr Tincup and **I2I** will offer a white paper on differentiation in the incentive marketplace. This will be followed by webinars and additional materials to help incentive companies determine if they need to invest in creating a brand position.



About Starr Tincup

Starr Tincup is a full-service marketing agency for companies in specialized market segments. We build brands by telling the truth (to you, to your customers and to ourselves). We promise an unyielding pursuit of the truth as we work to discover the mysteries of your idiosyncratic buyers. Our job is to enhance your position in the market. We do that by thinking, writing, designing and developing. And talking on the phone. We talk on the phone a lot.

About *I2I*

I2I, LLC is a marketing and incentive design consultancy. **I2I** does mainly two things – design effective influence, incentive, reward and recognition strategies directly for clients without beholding to any one award option. Their recommendations are pure – meaning you get the best program. The second thing they do is help companies (mostly incentive companies) use the new tools of social media to expand their reach, engage both their established and potential customers, and begin the process of defining their online brand.

I2I is led by Paul Hebert, Managing Director. As lead consultant, Hebert is widely considered an expert on motivation and incentives and all-around good guy. His thinking can be found on the company site “Incentive Intelligence.” Paul has been interviewed by BBC, quoted in USATODAY, published in Loyalty360 magazine, published whitepapers and articles for HRM Magazine, is a contributing author on the Fistful of Talent blog, founding member and contributing author of the Editorial Advisory Board for HR Examiner, was a monthly columnist for Incentive Magazine, and is currently the Social Media Editor for the Enterprise Engagement Alliance.

Relevant Links:

Company web address and thought leadership site: <http://www.i2i-align.com>

Fistful of Talent Blog: <http://www.fistfuloftalent.com/>

HR Examiner: <http://www.hrexaminer.com>

Enterprise Engagement Alliance: <http://www.enterpriseengagement.org>

Listing of Previous Publications:

http://incentive-intelligence.typepad.com/incentive_intelligence/article-authored-by-incen.html