

Gift Vouchers vs. Cash Rewards

Ovation Incentives has many years of extensive experience within the motivation industry, and we truly believe that gift vouchers are the best way to incentivise your target audience. Industry research also indicates that non cash incentives, such as gift vouchers and e-voucher are much more successful than cash as an incentive or reward.

- Cash is usually more expensive for companies to provide as a reward than gift vouchers
- Cash rewards are not memorable, and have no real lasting value
- Gift vouchers ensures that the recipient uses their reward for something fun instead of spending a cash reward on necessities such as mortgages, household bills or family expenses
- Cash awards are often easily confused with employee salary or bonuses, and not as an extra benefit or recognition of performance
- Cash awards are hard to stop once started, people feel entitled to it in the future
- Gift voucher variety, can create themes to make the programs fun and different



More often than not, when cash is given as a reward, it leaves the recipients mind as soon as it reaches their bank account. In fact the reward is more often than not used towards everyday necessities such as mortgages, household bills. This ultimately results in cash rewards not being very memorable or having a minimal trophy effect. In contrast gift vouchers are far more memorable and provide a significant trophy value. This trophy effect reinforces rewards issued as a symbol of achievement and encourages other employees to follow suit. Gift voucher variety also ensures that the scheme is desirable over the life of the incentive.