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## **Next Level Performance Wins Four MarCom Awards for Incentive Travel Program Materials and a Channel Incentive Program Website**

*Next Level Performance wins one Platinum MarCom Award for a VIP Loyalty Incentive Program web video and three Gold MarCom Awards for Sales Incentive program materials for two Incentive Travel trips and a real estate Channel Rewards program.*

Next Level Performance was honored with a Platinum MarCom Award for a promotional experience video during a VIP Loyalty incentive travel program to Hawaii. The client, an electrical supply distributor, wanted to create excitement for the upcoming program by using this motivational video through many media channels. The video won a Platinum award for its creative design and motivational power.

Next Level also won three Gold MarCom Awards, for incentive and channel travel programs. For a top banking client's winners trip to Margaritaville in Hollywood, FL., Next Level designed imaginative trip-themed packaging to deliver travel information before and during the program in custom packages designed to get participants engaged and excited about the trip they earned.

An event video for an incentive travel program to Florence, Italy, earned another Gold Award. The video was a beautiful summary of the entire time spent in Tuscany, and the winners' experience throughout the trip. The video captured all the special moments that made this a once-in-a-lifetime experience for all who earned it.

Next Level rounded out the competition with a Gold MarCom Award with a promotional website for a real estate client's channel sales incentive program. The mobile-friendly site featured reward possibilities, program guidelines and qualifications, and a link to the program portal. The site reflected the client's branding and matched their style of the corporate website.

Susan Adams, Senior Director of Engagement says, “Our talented Marketing Communications team works hard to produce visually stunning materials for our clients. These designs are held to a high standard by both Next Level Performance and our clients, and our team consistently delivers. Not only do these materials deliver valuable information to the winners in a beautiful way, they also build excitement and anticipation, which are key to a successful program.”

**About the MarCom Awards**

MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communication professionals. Based in Dallas, TX, the awards are administered and judged by the Association of Marketing and Communication Professionals, an international organization consisting of several thousand creative professionals committed to recognizing marketing and communications excellence.

Judges consist of industry professionals who look for individuals and companies whose work set the industry standard and demonstrate excellence. For the 2017 Awards, there were over 6,000 entries from the United States, Canada, and several other countries.

**About Next Level Performance**

For over 40 years, Next Level Performance has been an award-winning leader in providing incentives, recognition, and rewards programs to help companies realize immediate ROI in motivating sales people, employees, channel partners, customers, and consumers. Their signature products and services include: Applaudit™ — a social recognition and rewards online software solution (SaaS) –, sales and channel campaign platforms, Great Escapes individual travel rewards, and Deluxe Group Incentive Travel.

For more information visit <http://www.nxlperformance.com>.

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