



PROJECT

Awards Program

TARGET AUDIENCE

Managers in The Reynolds & Reynolds Company, a provider of automotive systems hardware and software.

OBJECTIVE

To award managers for completing three management courses recommended by Reynolds & Reynolds.

SOLUTION PROVIDED

The program revolved around 1:24 scale model cars with the program logo and Reynolds & Reynolds logo imprinted on each car. Upon completion and passing of the courses, managers were awarded as follows:

COURSE 1

- Choice of a model car imprinted with the program logo and the Reynolds & Reynolds logo
- 3-tier stepped black acrylic base on which to display their cars
- Plate imprinted with the program logo and their name

COURSE 2

- Choice of a second model car imprinted with the program logo and the Reynolds & Reynolds logo
- Plate with the course name and date

COURSE 3

- Clear acrylic car imprinted with the program logo and the Reynolds & Reynolds logo
- Plate imprinted with the course name and date