

# Polo Ralph Lauren: Employee Engagement

Audience: Employees

Location: Europe-wide

Project: Recognition Scheme



Welcome, AMANDA to the new Ralph Lauren Rewards Programme.

on with the  
**new** INCENTIVE

## Background & Objectives

Polo Ralph Lauren can be found in high street stores and factory outlets. The audience for the recognition scheme were managers and staff of factory outlets in Europe.

## The Experience

The scheme was aligned with the existing recognition scheme for high performers. To create an incentive programme, targeted at factory outlets only, MotivAction analysed Polo Ralph Lauren's own staff research and conducted further online surveys in order to fully understand the angles and implications of different approaches to motivating a pan-European audience.

The solution:

- To create a dynamic and impactful website hub and style
- Tease the new programme in advance of launch to build excitement
- Use the website to communicate news, views and promotions to all staff so that it is their first port of call for information
- Communicate with each country in the local language
- Refresh the websites 'look and feel' at least quarterly and in line with the launch of seasonal clothes and accessory lines
- Multi-national recognition against individual country

## Results & Outcomes

- Business up +98% on the previous year (figures inclusive of new range launches and seasonal promotions in both periods)
- The US operation (approximately 200 outlets) has asked to be included in the programme

