

site



CRYSTAL AWARDS



360insights

# 360INSIGHTS

**AWARD CATEGORY** MOST IMPACTFUL EFFORT TOWARD CORPORATE SOCIAL RESPONSIBILITY AS PART OF AN INCENTIVE TRAVEL PROGRAM

**PROGRAM NAME** THE GREAT ESCAPE

**CLIENT** INDEPENDENT ELECTRIC SUPPLY







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AWARDS**



**“I am thrilled that 360insights and our amazing client, Independent Electric, has won the prestigious Excellence in CSR SITE Crystal Award. This recognition highlights our commitment to creating unforgettable experiences that drive engagement, reward excellence, and celebrate the achievements of clients like Independent Electric. Being acknowledged alongside some of the best in the industry is a true honor, and it reinforces the value of the hard work, creativity, and dedication we put into every program.”**

**- Jason Hartley, Senior Director of Channel Marketing**

A May 2024 Banff-based incentive by 360insights championed an important cause, supported local businesses, and allowed participants to personalize their experience to make their trip even more rewarding: a series of wins that make this “Great Escape” a standout 2025 SITE Crystals winner.

360insights, tasked with designing an incentive program to grow select target accounts for their client, knew they wanted this program to do more than motivate customers and celebrate sales growth. They also wanted to ensure the incentive would foster a culture of giving and community engagement, highlighting their client’s commitment to making a positive impact wherever they go.

The solution was a no-brainer, with 360insights able to capitalize on their host destination’s shared commitment to creating positive impacts in the community.

360insights partnered with Banff & Lake Louise Tourism to leverage the DMO’s Community Impact Program. Through this initiative, 360insights was able to source and provide 156 qualifiers with a pre-paid card that individuals could then use for shopping, activities, and dining in the destination.

These cards are specially designed to work only in Banff & Lake Louise, guaranteeing that participant spending would go directly back into supporting local businesses — meaning 360insights was able to make a direct positive economic impact on their incentive host destination.

Another unique feature of the Community Impact Program is its focus on charitable giving. Three percent of each card’s value, as well as any unspent funds at the end of the program, went to a charity selected by

360insights’ client. The group chose to support the Palliative Care Society of the Bow Valley, a selection that resonated deeply with participants when a company representative shared their personal experience of caring for a loved one with cancer during the incentive program’s closing remarks.

Two representatives from the Palliative Care Society also spoke during the program’s final night about how the group’s donations would benefit and support the work the group does throughout the Bow Valley — an authentic, emotional moment that closed out this meaningful program.

The flexibility and thoughtful card design also gave participants freedom to personalize their incentive experience and co-create a reward with whatever local activities and entertainment options would be the most memorable for them individually.

This approach was a resounding success for 360insights, with 97.7 percent of participants affirming via the post-program survey that their experience in Banff made them feel appreciated and valued.

The program itself also produced an impressive 853 percent ROI for 360insights’ client, delivering another massive win.

The CSR spirit remains strong too, with program participants kept up-to-date on the impact of their giving via a post-event impact report: adding more transparency and accountability to top off their excellent time away in Canada!



*360insights would also like to thank Banff and Lake Louise Tourism Board, the Palliative Care Society of the Bow Valley, Cantrav, and the Canmore-Banff Foundation for helping support this award-winning program.*