

Client Profile

MTM Jostens Recognition has been a recognition partner with McDonald's Corporation since 1977.

Situation/Opportunity

McDonald's original service award program presented lapel pins, bracelets and tie bars. In 1977 we submitted a choice program for their employees. We won the business and have since been a strategic partner with McDonald's for all their recognition needs.

Goals

- Develop a full-choice service award program, create a brand, and reduce costs
- Develop custom performance awards
- Create custom jewelry inspired by the McDonald's logo
- Streamline the administration process
- Create E-Commerce website for all recognition programs for owner/operators

Structure

MTM Jostens Recognition created and manages the following programs:

- Corporate Service Award Program
- Custom Jewelry Collection
- Golden Arch Partner Awards
- McDonald's President's Awards
- McDonald's Custom Award Collection
- McDonald's Budget Sub-Committee Award
- McDonald's Government Relations Award
- McDonald's Leader of the Pack Award
- McDonald's Drive-Thru Award
- McDonald's Employee of the Month Plaques
- McDonald's Team Awards
- McDonald's Bright Idea Awards
- McDonald's OPNAD Awards

Results

McDonald's is a unique American success story—a company built on a dream that owes its success to the energy and commitment of the people who believe in that dream. It is the spirit and dedication of those people that enables McDonald's to remain the leader in an increasingly competitive marketplace. This award program rewards the invaluable contributions that each one of these individuals makes.

