



# PARAMOUNT TRANSFORMED CLIENT GIFTING PROGRAMS FOR SOCIAL IMPACT

Paramount Global is a leading media and entertainment company that creates premium content for audiences worldwide.

## CHALLENGE: CREATE MORE IMPACTFUL GIFTING OPPORTUNITIES

Paramount strives to create memorable experiences that showcase the power of its portfolio to clients, sponsors, and other potential partners. Going beyond physical gifts and standard branded merch, they saw an opportunity to make a larger social impact. Along with hosting guests at notable award shows and tentpoles throughout the year, they wanted to give attendees the chance to pay it forward. They recognized what a privilege it is to attend events like the Grammys and felt it should be paired with an opportunity to give back to the music community and any impactful charities serving the greater good.

## SOLUTION: CUSTOM-BRANDED CHARITABLE GIVING EXPERIENCE

Rather than eliminating their existing client gifting programs, Paramount reimagined their gifting experience. Instead of providing tickets and trips paired with traditional merch, they created a meaningful charitable giving experience connected to tentpole programming and client engagement opportunities. Hosted clients and VIP partners received a custom card with a correlating message thanking them for their partnership. They encouraged guests to pay it forward by donating to a charity of their choosing with a pre-loaded TisBest Charity Gift Card. This way attendees felt empowered to support a cause near and dear to their hearts.

## CASE STUDY

### COMPANY

Paramount Global

### INDUSTRY

Entertainment

### LOCATION

New York, NY

### SIZE

22,965 employees



## WHY TISBEST?

- Meaningful client gift
- Tangible gift card that can be redeemed online
- Clients can choose from over 1.8 million charities

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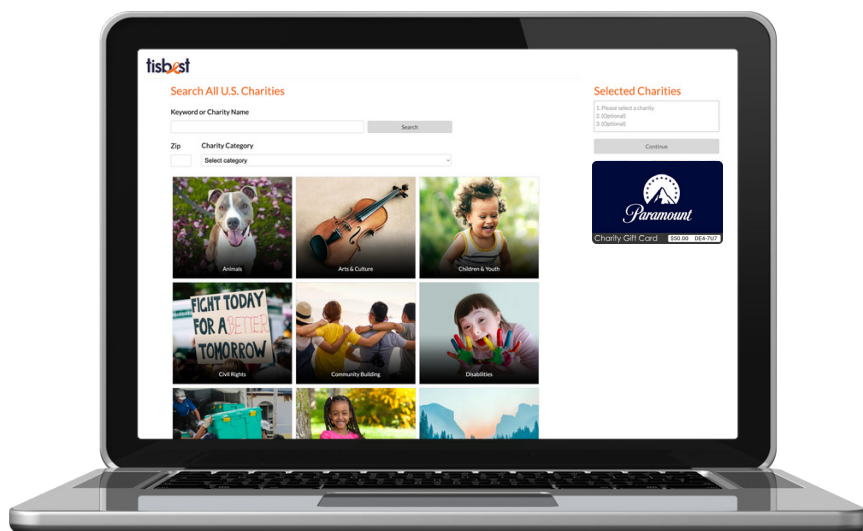
HAPPY CLIENTS

# 87

CHARITIES SUPPORTED

# \$9K

DONATED



“Giving people the ability to serve their communities in an authentic way was important. Instead of dictating one charity to support, we were able to spread the wealth across a lot of different, extremely deserving organizations.

- Christina Bailey, Paramount Client Relations

## RESULT: EASY TO TRACK CLIENT GIFT REDEMPTION

Instead of wasting money on water bottles and tote bags Paramount powered clients to give back. Room drops can be fun for the guests, but Paramount never knew if the items were well received or if they were even used. After clients redeemed their charity gift card, Paramount received email notifications from TisBest with a detailed donation report. Paramount could see the date the card was redeemed, what charities their clients supported, and thank you notes from the recipients.

Clients were so appreciative of the thoughtful gesture and the ability to give back so easily. Paramount loved learning what types of charities resonated with their clients. Some clients donated to national organizations such as the Chamber Music of America and The Ronald McDonald House. Others supported causes for children, animals, and health and wellness. Donating to a charity is a personal choice. Paramount wanted to honor that by giving clients the freedom to choose a charity that aligned with their interests and values.

The gift cards are custom-branded with Paramount’s logo, so they can add the cards to their own collateral for any occasion throughout the year.