

Comparative Analysis

Recognition Objective	Gift Card	Physical Gift	HW Holdsworth
Recognise loyalty	Limited	Strong	Strong
Reinforce values	Limited	Strong	Strong
Enhance morale	Limited	Strong	Strong
Improve retention	No	Yes	Yes
Public recognition	No	Yes	Yes
Support brand	No	Yes	Yes

Physical gifts and the HW Holdsworth package consistently outperform gift cards across all objectives.