



## RedBalloon: Best Place to Work Four Years Running

RedBalloon practice what the preach - providing employee engagement solutions to half of the BRW Top 50

3 July 2012: For the fourth consecutive year RedBalloon.com.au has made it into the top 50 of Australia's 'Best Places to Work', according to BRW Magazine – one of only 13 companies to share this honour. RedBalloon placed at number 17 this year, up 12 places from 2011. But even more remarkable is that of the 50 companies on the list, RedBalloon has provided employee engagement solutions to 50 per cent of them within the last six years. RedBalloon For Corporate provides exciting reward and recognition solutions, corporate gifts and sales incentives to ensure businesses keep their employees and customers motivated, rewarded and engaged. RedBalloon General Manager of Corporate Matt Geraghty puts this achievement down to the effective programs they deliver across a range of industries, from insurance to media agencies. 'This achievement is further evidence of the calibre of the results-driven programs we implement, aimed at improving the employee engagement reality for a whole range of businesses,' Mr Geraghty said. 'Our inclusion again on the list is evidence that we practice what we preach, with a group of committed and happy employees willing to shout about their employer, while also supporting other organisations in their quest to achieve similar employer brand status.' Coming in at number 30 was media agency OMD, a long-time client of RedBalloon who also ranked seventh on the 2011 Insync Surveys and RedBalloon Dream Employer list as voted by more than 7100 members of the general public. Martin Cowie, People and Development Director at OMD said the RedBalloon program deserved credit for assisting OMD to achieve this status, but warned that businesses must be prepared to put the appropriate resources in place to maintain a program of this nature. 'As a reward program RedBalloon is clearly the best and I would highly recommend it, providing the company has the resource to drive and manage it,' Mr Cowie said. Since launching the Own My Dream RedBalloon program, OMD has provided \$91,000 in recognition and rewards for employee anniversaries, promotions, achievements, and for embodying the OMD values and principles. As a result, employees have been on a total of 324 RedBalloon experiences. 'At OMD, our staff define us. They are the biggest investment in our future and are fundamental to our success... five years in the making, this approach has well and truly paid off,' Mr Cowie said. 'Fun really, really matters - Our staff love contributing to the unique, infectious culture that defines OMD globally, and this has once again seen us recognised as one of the Best Places to Work in Australia.' OMD are the only media agency to rank in the top 50 BRW Best Places to Work for four consecutive years. View the full Best Places to Work list here:

[www.redballoon.com.au/mediacentre/in-the-news/best-places-to-work](http://www.redballoon.com.au/mediacentre/in-the-news/best-places-to-work) - Ends - For more information or to arrange an interview please contact: Lauren Ashton, Communications Specialist - 02 8755 0034 / 0404 136 765 / [lauren@redballoon.com.au](mailto:lauren@redballoon.com.au)

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