

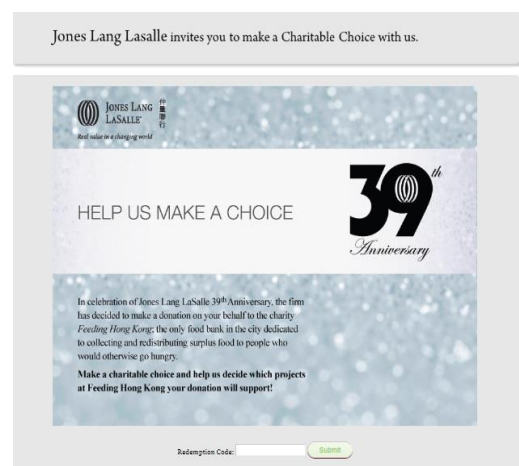
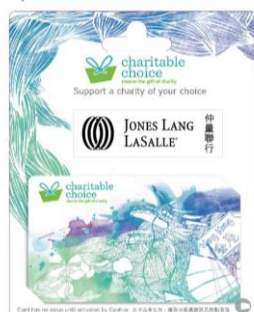
# CHARITABLE CHOICE FOR JLL A CASE STUDY

## Jones Lang LaSalle (JLL) 39<sup>th</sup> Anniversary Celebration Programme

- JLL - one of the Asian leaders in property and corporate facility management services – sought to provide their most valued clients with an interactive, meaningful and alternative corporate gift to celebrate their anniversary
- The company wished to showcase and support the work of JLL and the charity it supports
- The programme was tailor-made to align with JLL's corporate branding strategy and specific campaign objectives, ensuring strong branding, message and client recognition
- JLL's key objective was to create a socially responsible initiative to engage with their stakeholders and eliminate the potential waste created by unwanted corporate gifts

## Charitable Choice support

- Shortlisted one local charity and clients were invited to allocate their donation to one of the charity's programmes
- Provided a customised microsite, tracked client visits and redemptions
- Customised printed and eGift Cards with the JLL logo and personal message
- Provided regular reports to JLL to enable them to track the success of the campaign
- Managed transaction of donated funds to the appointed charity



Charitable Choice and its charity partners do so much for our community and we are pleased to acknowledge and support the good work that they do.



**Joanne Ormandy**  
Head of Marketing (HK and Macau)

Call Charitable Choice now to discuss how we can support your company's client engagement, employee loyalty or corporate social responsibility initiative and benefit Hong Kong at the same time.

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