



Augeo & Anheuser-Busch win Motivation Masters award for Best Employee Program

ST. PAUL, MN (Oct. 14, 2022) — Northstar Meetings Group and Incentive Magazine have named [Augeo](#), a global leader in enterprise engagement and loyalty strategies that deliver compelling experiences, and [Anheuser-Busch](#) as winners of the 2022 Motivation Masters award for Best Employee Program, *Brew More, Play More* employee incentive and redemption experience.

Utilizing Augeo's gamification tools and proprietary rewards platform to create a compelling redemption experience and imaginative awareness campaign, the winning program incentivized manufacturing employees to volunteer for additional shifts across 12 brewery locations nationwide during a period in which demand for employees was skyrocketing.

"We strive to partner with organizations that provide innovative solutions and have a strong commitment to excellent results. We are honored to receive the award for Best Employee Program as a reflection of the great partnership we have with Augeo," said Jon Exline, Senior Director, People at Anheuser-Busch.

The platform was strategically designed to be flexible, scalable and modular—enabling the Anheuser-Busch team to rework and customize the program to meet the needs of future incentive and employee experience campaigns as desired.

"Augeo is honored to accept this award for Best Employee Program alongside our valued partners at Anheuser-Busch," said Vincent Karim Sarafa, Chief Strategy Officer at Augeo. "The program exemplifies our passion for creating customized, technology-driven solutions that elevate the employee experience for our clients and their people across diverse workplaces. We were thrilled to bring this experience to life for Anheuser-Busch through our people-first strategies and innovative technologies."

The Motivation Masters winners were [announced online](#) by Northstar Meetings Group—who cited that the winning programs delivered award-worthy incentive and recognition programs in sync with today's corporate business needs.

###

About Augeo

Augeo is a global leader in enterprise engagement technology and loyalty strategies that drive transformational experiences and foster meaningful connections for employees, consumers, channel partners and members across industries. We elevate engagement and strengthen relationships for our clients through our workplace engagement, experiential marketing, customer loyalty and crypto loyalty solutions. With more than 45 years of experience, Augeo serves hundreds of clients including more than 65 of the top Fortune 500 companies, representing millions using our proprietary platform technology. Our mission is inspiring people to achieve more—one interaction, transaction and experience at a time.

For more information, visit www.augeomarketing.com.

Media contact

Michael Walsh, APR, ABC, MBC

MichaelWalshCommunications.com

[612.718.8952](tel:612.718.8952)

About Anheuser-Busch

At Anheuser-Busch, our purpose is to create a future with more cheers. We are always looking to serve up new ways to meet life's moments, dream big to move our industry forward, and make a meaningful impact in the world. We hope to build a future that everyone can celebrate, and everyone can share. For more than 160 years, Anheuser-Busch has carried on a legacy of brewing great-tasting, high-quality beers that have satisfied beer drinkers for generations. Today, we own and operate more than 120 facilities, including breweries, wholesaler distribution centers, agricultural facilities and packaging plants, and have more than 19,000 colleagues across the United States. We are home to several of America's most loved beer and beyond beer brands, including Michelob ULTRA, Cutwater Spirits, Stella Artois, Budweiser and Bud Light as well as a number of regional brands that provide beer drinkers with a choice of the best-tasting craft beers in the industry. From responsible drinking programs and emergency drinking water donations to industry-leading sustainability efforts, we are guided by our unwavering commitment to supporting the communities we call home.

For more information, visit www.anheuser-busch.com or follow Anheuser-Busch on [LinkedIn](#), [Twitter](#), [Facebook](#), and [Instagram](#).