

# Throwing you a good parking party



Emel - the Portuguese company that manages street parking in Lisbon - decided to celebrate the best parking practices spotted in the main streets of the city. They created a celebration around drivers that parked and paid correctly for their parking space with cheer leaders, TV cameras, a music band, etc. The videos and photos can be seen on youtube and other online social networks.

### Why it matters

More than ever consumers want to be acknowledged for their actions, behaviour and adherence to best practices. How can companies and organisations take note and reward customers that display positive behaviour in more innovative and memorable ways?

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