

INCENTIVE TRIP CASE STUDY: TIRE MANUFACTURER

One of the world's top 10 tire manufacturers wanted to run an ongoing incentive travel campaign for their dealers and distributors in the U.S.

THE GOAL: To raise sales each year from the previous year and to build brand loyalty.

THE SOLUTION: APG developed a rewards program for the tire manufacturer that included a choice of several trip destination options. Each year, customers needed to increase their purchases over the previous year in order to qualify for a travel voucher. Customers had a choice of redeeming their voucher from a list of hotel, flight and travel package options.

THE RESULTS: 176 dealers and distributors were rewarded with a total of 268 travel vouchers in the program's first year. The program was very successful and continued for a total of 3 years.





ABOUT US

APG provides quality, personalized service in planning and operating Incentive Travel Programs and Meetings.

We assist companies in achieving increased sales and profits through Customer and Employee Recognition Programs. We offer a complete range of customized services to accomplish the desired results:

- Promotional campaigns including an announcement piece, monthly mailers, email blasts, ad specialty items.
- Private events including exclusive group check-in, themed welcome and farewell evenings with entertainment.
- Complete APG trip management services including online registration, airport assistance, APG travel staff and on-site hospitality desk in the name of your company, pre-trip materials, taxes and gratuities, transfers, VIP upgrades, and more!

REACH YOUR SALES GOAL NOW!

EFFECTIVE MARKETING CAMPAIGNS ARE THE WAY TO GO!

It is said people need to hear your message 14 times before they will take action! Developing a comprehensive marketing campaign is key to the success of any program. From the beginning, a program theme and brand should be created, along with an announcement piece directed at all potential participants. Throughout the year, it is beneficial to have multiple communication touches, reminding participants of the program. Your campaign includes emails, brochures, premium mailings, and the list goes on and on.

How APG can help your business with an incentive trip?



If you want to increase sales, then you need to *motivate* your dealers to increase their purchases from you. Though dealers may say they prefer cash, travel is two to three times more effective than cash rewards. Plus, cash has no trophy value and is often forgotten after it is received. **You build a business through relationships.** A group trip allows you to build relationships with your customers, yielding returns for years to come!



Increase sales & profits through customer & employee recognition.



Immediate return of investment



Engage your team & customers to reach goals and boost revenue



Reward results with an unforgettable incentive trip

Call APG and give your dealers an experience they'll be talking about for years!

Accelerated Performance Group, LLC

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INCENTIVE TRIPS – MEETINGS – GROUP TRAVEL