CASE STUDY

Building Industry Manufacturer
Long-Term Incentive Program



You'll never
BELIEVE
what I did

What can we achieve together?

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Like many competitive B2B industries, the building sector is driven by price and volume. While branding has its place, the end consumers (e.g. home owners) rarely know whose product is behind the walls and under the paint. This makes maintaining and growing market share and buyer relationships absolutely paramount.

Our aspirational travel incentives create a rich environment for renewing loyalty and strengthening bonds as well as re-affirming long-standing relationships and cementing new ones. But how do you create an aspirational travel incentive for a group of well-travelled individuals?

Synergy's incentive track record is testament to the success of our approach.

The Brief

Research, design and deliver unparalleled incentive reward trips which reward high achievers and reinforce close ties between company and channel partners.

This program is now in it's 10th year and still going strong.

One key to our success is a the way we begin planning 18 months out - using decision criteria Synergy calls 'filters'. These are developed and implemented for every trip guaranteeing highly targeted and unique experiences specific to the guest profile.

Each event is thoroughly de-briefed based on qualitative assessments and this knowledge distilled into a revised set of event filters to ensure every activity contributes to the desired outcome.

This has included:
Racing husky dog sleds on an Alaskan glacier
Trekking an underground river in Mexico
Vintage luxury cars on a rally in the hills above Monaco
Helicopters to the floor of the Grand Canyon for cocktails
An evening hosted by the Dallas Cowboys cheerleaders

It is obvious an incentive trip for 40 women would have a different design to one for the same number of men, or including partners.

How do you keep the trips vibrant and enticing?

How do you achieve each new trip being voted the best ever without continually increasing the spend?

This is where the hard won knowledge and experience of many years comes into play. Synergy takes the time to get inside your strategies and to fully understand your guests, crafting the program through filters unique to each specific trip.

One size most definitely does not fit all when it comes to travel incentive rewards. While we often return to specific destinations, each time it's programmed through the appropriate filters to ensure a successful and unique experience for your guests.

The Results

In addition to constantly increasing revenue, our client has achieved a leading position in competitive market. They have cemented relationships giving them a material advantage when it comes to dealing with industry disrupters.

Our inspired travel incentives provide the space for bonding and mateship that propels business and nurtures the valued relationships on which the industry is built.



