



the project.

Building Industry Channel Partner High
Achievers Incentive, Alice Springs
Northern Territory

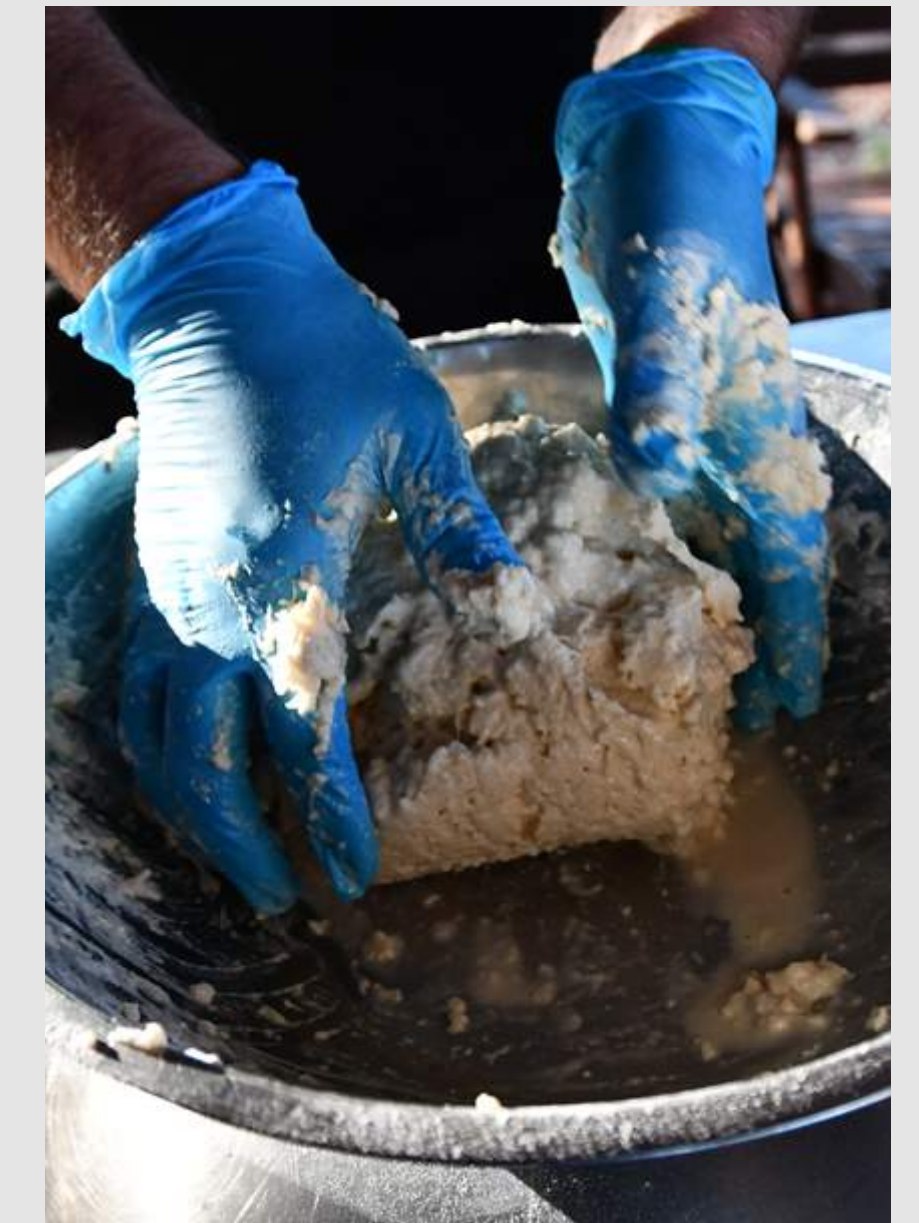
the brief.

Create an unforgettable incentive program
designed to excite, ignite and reward Channel
Partner teams to boost overall sales of company's
building products, reengage and reconnect high-
achievers with the brand and products.

the experience.

A four-day program of meaningful and diverse experiences in Australia's red-centre was tailored, including indigenous Australian culture, nature and the outback, personal and team challenges, and unique focal events. To launch the incentive program, we captured and created an inspirational video showcase, as well as motivational images of the destination and experiences to be used as regular reminders and igniters.

Highlight activities included: bush-tucker experiences, blindfolded damper making, spear throwing, reptile encounter, snake bite first aid and outback survival skills, four-wheel driving through the outback, evening under the stars, Kings Canyon Hike, Ormiston's Gorge, Simpson's Gap, and more.



the results.

Our client reported a huge boost in productivity and surge in Channel Partner sales, heightened engagement, re-ignition and strengthening of commitment and deepening of relationships. Feedback from the high-achievers who participated in the four-day program was that the experience was truly a trip of a lifetime, filled with opportunities to learn and grow.



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what the participants said.

"I feel incredibly motivated and inspired" "I've never experienced Australia like this before" "LOVED it. I will be working to make sure I'm on the next trip!" "I've been to the NT, but never like this"