



Case Study Automotive

An Australian subsidiary of a global automotive manufacturer was ready to plan its annual top performers travel award. In previous years, achievers were awarded a domestic trip, but the leaders were interested in a more exotic destination and an international venue that would stay within budget.

Challenge

- Drive more effort and competition to achieve greater sales in their divisions
- Reward top performers with a unique travel reward experience
- Inspire future target achievement

Solution

- Design an unforgettable trip to Shanghai including attendance at the world-class Formula 1 Chinese Grand Prix
- Gala Awards Dinner at the best restaurant in the city
- Support and encourage the excitement and competitive spirit with a vivid communications campaign from start to finish

Results

- Average ROI per achiever was 13 to 1
- Total program ROI was 5 to 1
- Overall delegate satisfaction with the program rated 4.88 out of 5

BI WORLDWIDE designed a program that took delegates to Shanghai, which coincided with the timing to attend the Formula 1 Chinese Grand Prix. The experience included luxurious accommodations at the Langham Hotel, which was perfectly located at the gateway to the “Champs-Elysees of the East,” featuring stunning views of dynamic Shanghai. Along with high-end restaurants for dinner, activities included an acrobat show, Kung Fu master class and a vintage side-car motorbike tour of the ‘Old Town’. The team also created a Gala Awards Dinner at one of the best restaurants in the city to recognise and celebrate the achievers’ successes.

Spurred on by a communications campaign that highlighted the experiences of the trip, 48 achievers across three divisions were named after the close of the year. For many, this was their first opportunity to visit China; and for some, this was their first opportunity to leave the country. The team worked diligently with individuals to manage travel extensions, dietary requirements, passports and visas in preparation for the trip.

Once everyone safely returned, the team sent out a feedback survey to the delegates, asking them to rate their pre-event experience, activities, hotel and food and beverages. The team then shared the results with the program sponsors:





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- The team scored 99.6% for on-site service
- Overall score for delegate satisfaction with the program was 98%
- 100% answered “yes” to being motivated to achieve again in the future based on their experience with Shanghai

‘I have struggled to describe the experience as anything other than incredible. Very well run and an experience I will never forget.’

‘Can’t say I’ve stayed in a more flash joint in my life! Fantastic hotel!’

Finally, the team reconciled the program financials to provide insight into a return on investment for the program. These included:

- Average ROI per achiever was 13.6 to 1
- Total program ROI (including hosts) was 5.1 to 1



BI WORLDWIDE produces measurable results by using the principles of behavioural economics to increase engagement with their clients’ employees, channel partners and customers.

To learn more about how BI WORLDWIDE can help you implement results-based recognition in your organisation, visit BIWORLDWIDE.com.au or email enquiries@au.biworldwide.com.au