



Case Study Automotive

As an Official Partner of the Commonwealth Games, the Client was in possession of some premium assets (tickets, hospitality, accommodation) and BI WORLDWIDE suggested that they should be incorporated into an ongoing motivation programme with a focussed tactical campaign to recognise top performing Dealerships across the UK network.

Challenge

To design a motivational programme to capture the imagination of the dealer employees that sat within an already established platform. Create a variety of different experiences that would satisfy both the internal stakeholders and the geography of the dealerships with seamless logistics and a once in a lifetime memory.

Solution

BI WORLDWIDE created a three month tactical campaign measuring sales and behavioural targets which was fully embraced by the dealer network. The top achievers were then divided into regions and were invited to one of four separate Commonwealth Games experiences ranging from the Opening Ceremony to high end Athletics finals including the Blue Riband event – the Men's 100 metres.

Door to door travel logistics were organised for the winners who celebrated their success in the company of senior management and a variety of sporting celebrities in the stadium's golden hospitality facilities.



Results

BI WORLDWIDE successfully organised the logistics for all guests and created an atmosphere of high energy throughout culminating with the sporting sessions which exceeded expectations. Networking and peer recognition in a convivial environment ensured an excellent post event communication campaign with more people engaged in the umbrella platform which met with the client's core objectives.