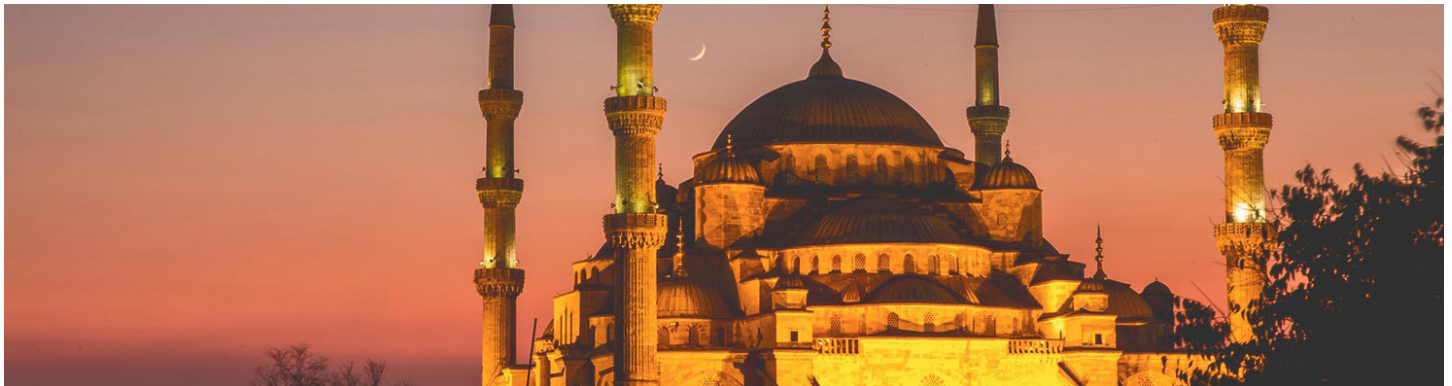


A Turkish Adventure

An innovative experience paired with exceptional service is the reason our clients work with us again and again.



About the Client

Our client partner is a major automotive company with sales of more than 2.75 million vehicles each year. Due to our ability to create special experiences and unique moments for our client's esteemed guests, Creative Group has been trusted to take 40 top dealers on a prestigious President's Club incentive award trip each year since 2010.

The Challenge

For this exclusive program, our client chooses the destination and hotel options, then puts the program out to bid, looking for the most creativity and value.

The incentive travel destination chosen was Istanbul, Turkey, with accommodations at the Four Seasons on the Bosphorus. Using our knowledge of the group and of Istanbul, we worked closely with our Turkish partners to come up with singular moments and personal touches for each of the activities and evenings.

True to our planning ethic, we also looked at all angles and contingencies for this program, offering a second destination (Lake Como, Italy) in the event of an unexpected geopolitical or natural event, which insulated our client from risk and protected its people, brand and investment.

Our Grand Mosaic theme perfectly encapsulated Istanbul's many different colors, sights, and sounds, experienced through its art, religion, architecture, culture, cuisine, and music that synthesize its Eastern and Western influences.

The Solution

Winners received their announcement kit in a beautiful, inlaid wood box made in Turkey. All communications were personalized and designed with the Grand Mosaic theme, focused on the elegant yet rustic quality of traditional Turkish craftwork. Program highlights included:

- An exclusive tour of the Grand Bazaar with visits to local artisans, and personal assistance navigating the Bazaar's 3,000 shops.
- Exclusive entrance to Topkapi Palace, arguably Istanbul's most popular attraction, an hour before all other guests. At the Blue Mosque, participants received a special greeting from the mosque's Imam. Lunch was served at Kumkapi in the Old Fish Market. Guests also enjoyed an exclusive private visit to the famous Hagia Sophia at sunset.
- A Turkish Bath Experience at the famous Hurrem Sultan Hammam (Bathhouse), built in the 1500s and located in one of the most ancient sections of Istanbul, with an historian to explain the origins and cultural significance of the Hamman.
- A Turkish culinary experience introducing guests to the flavors and techniques of Turkish cuisine.
- Yachting on the Bosphorus, guests learned about historic battles fought over this narrow opening from an historian on board. The yacht stopped at one of the picturesque villages lining the Bosphorus to allow guests to explore and enjoy traditional Turkish coffee and tea while sitting with the café owner. Lunch was at Del Mare, one of Istanbul's best seafood restaurants.

- A full day trip to Ephesus or Cappadocia. The latter included a hot air balloon ride soaring over Cappadocia's fairytale rock formations, along with a visit to the Open Air Museum and a well-known artist's ceramic studio.

The Outcome

We topped off this remarkable program with an unforgettable final night gala reception and dinner at Kucuksu Kasri, a 19th century sultan's palace on the Asian side of the Bosphorus. The evening included cocktail reception aboard a private yacht, fine dining and entertainment at the palace including an orchestra, whirling dervishes, folk dancers and belly dancers.

During last year's President's Club, one of the winners said, "You know I can afford to go to all the places that (client) takes me, but I could never do all the great things we do together." He was referring to the unique incentive travel experience.

This high-end program exceeded our clients' expectations and wowed their participants - no matter how well travelled they may be.

Participant quote:

"You know I can afford to go to all the places that (client) takes me, but I could never do all the great things we do together."