

# Strategic Creative Development of Program Communications

## How a Smart Program Communications Campaign Saves Money and Improves Program Results



### About the Client

Our client is one of the largest multi-national automotive manufacturers in the world.

### The Challenge

Our client hosts a multi-destination annual incentive program for their dealership parts and service personnel. The challenge was the program's thematic and look and feel. Each year it changed and never really tied back to the client's overall branding. In addition, because this program offers winners multiple incentive travel destination choices, each destination communication took on a disparate look and didn't tie back to the overarching parts and service incentive program. There were also limited communication touch points with participants beyond the initial program communication, which further hampered program engagement overall.

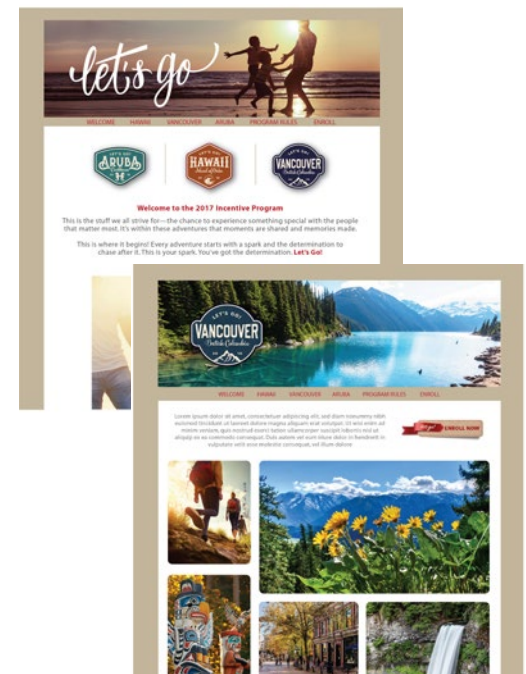
### The Solution

Our goal was to create a dynamic campaign that directly connected the participants to the program's identity, consistent with the client's brand. To further solidify the program identity and increase its impact, we suggested a consistent program thematic that could be reused in subsequent years. We designed one creative treatment for the overarching program. It would also serve to support all incentive travel destination communication pieces. In essence, it would "waterfall" through all the connected communications pieces within the program for a cohesively branded look and feel.

### Enrollment Website

In addition to the consistent thematic, impactful changes were made to the enrollment website, giving it a more energetic feel with robust imagery. The home page offered clean header graphics and built an emotional connection for the user with a short video featuring the enticing vibe of Aruba, Hawaii, and Vancouver. The destination pages took on a "Pinterest" feel, highlighting gorgeous images of the experiences to come. Each destination's resort website link was embedded so the audience could immerse themselves and explore further.

### Program Identity / Destination Logos



# Strategic Creative Development of Program Communications

## How a Smart Program Communications Campaign Saves Money and Improves Program Results

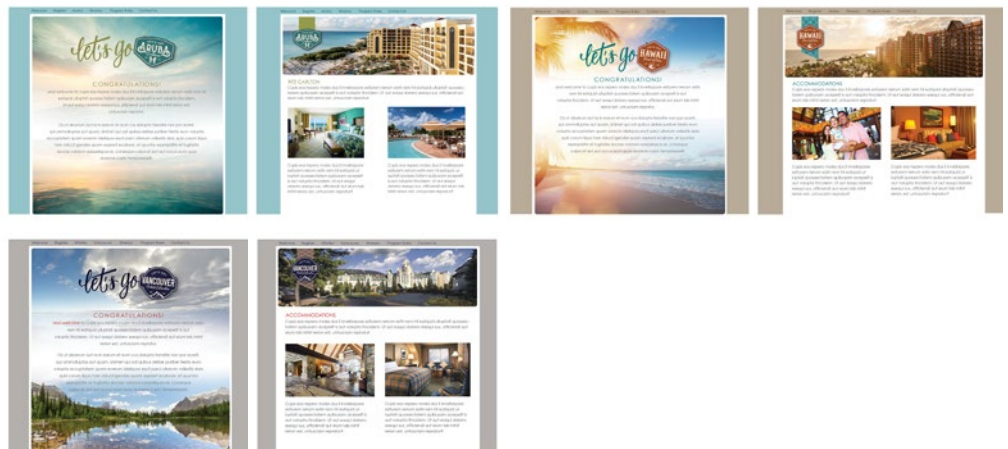
### Additional Program Communications

To continue to build momentum throughout the program, enrolled participants received two graphic emails during the contest phase; we wanted to thank them and encourage participation in the program. Those who had not enrolled received an additional communication, prompting them with a reminder to jump in! To spur enrollment before the close date, a “final push” communication was sent to the remaining unregistered audience, nudging them once more that time was running out!



### Destination Registration Websites

Those enrolled in the program that hit their target goals – a mix of parts sales and service metrics, received a link to an incentive travel registration website that contained three destination choices; a couples' trip, a family-oriented getaway, and an elite trip for those in the top echelon of earners. Each destination site was built around a single design layout, using photography and color scheme specific to the destination, and was complementary to the overarching program design.



### Outcome

Our marketing communications strategy was to improve the program's identity by better connecting to the client's brand messaging, and that was achieved. Perhaps the biggest benefit was the cost savings realized by reusing the thematic each year and designing it as an overarching campaign vs. three disparate campaigns. We increased the number of participant “touchpoints” with the reallocation of design time by creating supplemental messaging and communication enhancements. This interactive and engaging, multi-pronged campaign enticed and informed participants throughout the qualification period, compelling more winners to achieve their goals.

