

INCENTIVES



LG IT | T2 SALES INCENTIVE

CHALLENGE

"LG IT Solutions wanted to incentivise their key 'Monitor' distributors with a new fun and exciting incentive scheme to increase sales performance and improve brand awareness."

Clare Chadbund, Account Manager

OUTCOME

- Design of overarching 'LG Experience IT' theme for consistent messaging across this and subsequent incentives
- Online and print communications strategy, including a registration site and promotional packs sent directly to distributors to promote the incentive in-house
- SPIFF days, including a racing road show to distributor offices, promoting the overall incentive prize and offering smaller 'race to win' prizes through a 3D gaming simulator showcasing an LG 3D monitor
- 27 winners met and exceeded their given sales targets
- FMI delivered a fully inclusive weekend break to Cannstatter Wasen beer festival to include:
 - 5 star accommodation in central Stuttgart
 - Coach transfers
 - Exclusive VIP tickets to Sonja Merz beer tent, including food and drink
 - Guided tour around the Mercedes Benz museum
 - Alfresco 3 course lunch at the Mercedes restaurant
 - Exclusive VIP tickets to Grandls Hofbrau tent, including food and drink

IMPACT

As the first travel incentive for 3 years, LG IT Solutions received a great response from those who attended the trip. Each channels performance was enhanced by increased sales figures and generated further channel engagement and loyalty. FMI were commissioned for subsequent incentives.





“The way FMI handled everyone was superb, thanks to their skill, expertise and diligence. We’ve had an amazing response on this legendary incentive.”

Jane Shepard, Marketing Manager
LG IT Solutions

