

Trend Micro hunts down winners for 'Dream' trip

Case Study



Background and Objectives

Trend Micro Incorporated is a global leader in network antivirus and Internet content security software and services, with over 2,600 employees. Trend Micro (UK) Ltd had enlisted MotivAction's help for its hugely successful 'Dream' incentive programme, running across its network of more than 100 resellers and distributors.

The enviable top prize for just twelve lucky winners was a trip to Sir Richard Branson's private game resort, Ulusaba Lodge, in South Africa. Having had such excellent service for the initial scheme, the company once again invited MotivAction to manage the 'Dream' trip.

Planning and Preparation

Having listened carefully to Trend Micro's requirements from the outset, MotivAction maintained regular communication with the company to implement the exclusive prize.

The trip was designed around a range of exotic Safari experiences, and interest maintained by a teaser campaign including a personal letter from Sir Richard.

The Event

Safari! Arriving at the stunning Ulusaba Lodge by private charter flight, winners and their partners were treated to six days of thrilling Safari and luxurious pampering.

- Exhilarating trip had guests coming face to face with lions, tigers, leopards, rhinos and elephants.
- Hot air balloon ride and helicopter flight through canyons, taking in breathtaking scenery.
- Guests experienced the finest African cuisine.
- Masseurs on hand to ease any aches and pains from the day's thrilling yet tiring excursions.

Results and Outcome

As a result of the teaser campaign, winners' expectations were high prior to departure – and they were far from disappointed.

- Impeccable organisation and attention to detail by MotivAction ensured the seamless running of the trip, providing guests with maximum relaxation and enjoyment.
- Winners felt they had had the trip of a lifetime, returning to work refreshed and relaxed.
- Everyone felt the motivating effect of the trip, which was talked about long after returning to work.

Testimonial

"I would just like to say a big, big thank you for an amazing holiday at Ulusaba. We really do appreciate all the effort that went into making it an enjoyable stay. I can't even put into words what an incredible time we had – everything was fantastic!"

'Dream' Incentive Scheme Winner, Trend Micro

