

INCENTIVE CONTEST

Promotion Ideas

OVERVIEW

of ideas

Content Campaign

A drip content campaign that includes messaging through emails, texts, and postcards that highlight the contest and exciting information about the destination and event experience.

Hype Webpage

A single-page webpage with general information about your contest, along with details and inclusions for the trip.

Personalized Gifts

Thoughtful and personalized destination-themed gifts explaining the significance of the items and how they are significant to the destination.

Live Events

Host a live event that immerses your award winners in your destination's culture and traditions.

Social Media Promotion

A branded social media initiative to be incorporated into your marketing campaigns.

Phone Lock Screen

A fun, trip-themed background image that participants can use as their phone lock screen leading up to the trip - keeping the contest top-of-mind all day long.

CONTENT *Campaign*

HOW IT WORKS:

Develop a comprehensive content campaign, including messages through email, text, and even destination-themed postcards.

Here are some examples:

- ***Contest Launch Day:***
 - Send a save-the-date message with quick details about the trip
- ***Monthly or Weekly Touchpoints:***
 - Send FOMO (fear of missing out) - inducing photos & fun facts about the destination
 - Share special traditions or holidays the destination celebrates on the days they are celebrated
 - Share common phrases or words known in the destination's local language
- ***A Week Before Your Contest Ends:***
 - LAST CALL to meet your goals!
- ***Special Invite:***
 - Congratulate all winners & send the link to register for the big event



HYPE

Webpage



HOW IT WORKS:

- A vibrant stand-alone webpage to share with potential award winners
- Includes program inclusions & destination details
- Add teasers like videos, photos, & previous winner testimonials

Insider Tip:

Send the website link in an email, or add a QR code to a postcard so it is easily scannable.

PERSONALIZED *Gifts*

HOW IT WORKS:

- Prepare gifts that provide a taste of the experience they can expect on the trip & motivate them to work towards
- Send the gift boxes to your potential award winners' homes so both they, & their potential guest, can start getting excited
- Here are some ideas for gifting:
 - **Local Cuisine & Treats**
 - Send a sample of popular local drinks, snacks, chocolates, or spices from the destination
 - **Cultural Items**
 - Include items that showcase the culture & heritage of the destination, such as handcrafted crafts, artwork, or textiles
 - **Travel Essentials**
 - Provide useful travel items such as luggage tags, passport holders, travel adapters, tracking devices like AirTags, or reusable water bottles
 - **Experience Teasers**
 - Offer small tokens representing experiences they can enjoy on the trip, such as a spa gift card, tickets to a local attraction, or a gift certificate for a dining experience



HOST A *Live Event*

HOW IT WORKS:

- Host a live event leading up to your incentive trip that showcases the destination's culture
- Cooking classes or mixology classes are great ways to create a memorable, engaging, & educational pre-trip activity
- The connections, skills, & recipes learned in the cooking class will serve as lasting mementos
- Participants can recreate the dishes at home, reminiscing about their experience -
- keeping your brand - & the exciting reward of the trip - top of mind

Insider Tip:

Reach out to a local cooking school to see if they can tailor a class menu to your destination's cuisine. Sur La Table is a favorite of Team Achieve!



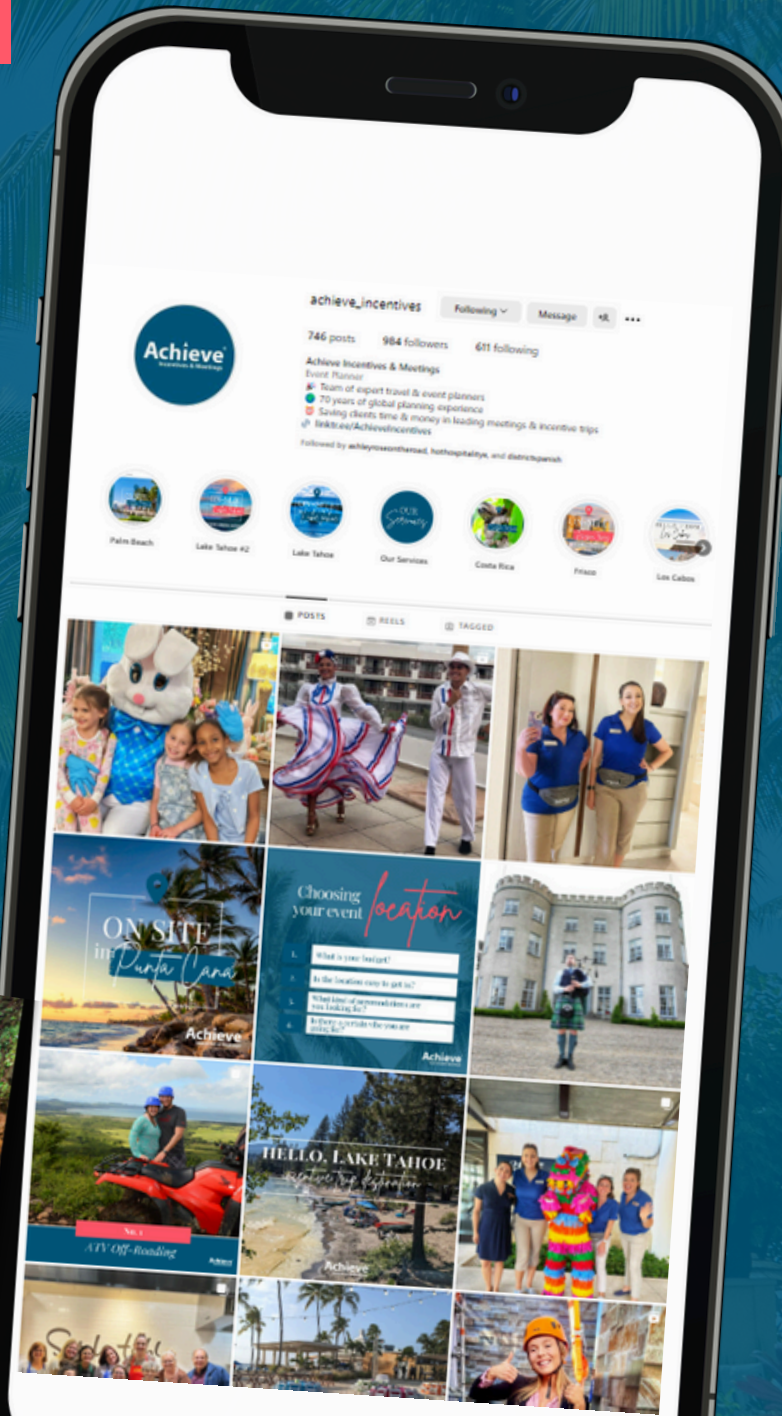
SOCIAL MEDIA *Promotion*

HOW IT WORKS:

- Create a social media campaign with exciting details about the trip:
 - Highlight the value propositions for earning the trip (networking, sunshine, relaxation, time with executives, etc.)
 - Include the unique excursions winners can enjoy
 - Share videos of your local partners explaining their favorite things to do in the destination, or tailor content that you know will resonate with your audience
 - Develop specific hashtags to promote your contest

Prefer to keep your contest more private?
Use your internal communications platforms to
share occasional trip details.

Insider Tip:
Check Achieve's Instagram
for Inspiration



BRANDED PHONE *Lock Screen*



HOW IT WORKS:

- Achieve's design team will create a stunning lock screen design promoting your trip
- The message & branding can be customized to your unique audiences
- The lock screen design can be emailed or texted to your potential award winners
- Your contest will stay top-of-mind all day, every day

Looking for more ways to
promote your incentive trip
& *drive your contest ROI?*

Reach out to our team today

Let's Plan



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