

INCENTIVE TRIP CASE STUDY: RADIO STATION

Traditionally, radio stations have a weak first quarter compared to the remainder of the year. A radio station hired APG to increase sales in the 1st Quarter.

THE GOAL: To generate revenue for their radio station during the 1st quarter of the year. In addition, the General Manager of the station wanted to avoid starting the year off with a weak first quarter as that is disheartening to the station owner and to the staff.

THE SOLUTION: Advertisers needed to increase their purchase of advertising time of \$30,000 over the 1st quarter of the previous year to qualify for the trip. Advertisers needed to commit to radio time by December of the previous year. APG organized a top-end incentive trip that would attract the lifestyle of the advertisers - a fun venue with great nightlife where attendees could have fun in their spare time. What could be better than the party city of Vegas? The four-day trip included a mix of activities for the group with the addition of some relaxation time, along with dinners both on and off-site. APG also developed the event branding, from the logo design and registration website to the event materials, which included luggage tags, itinerary booklets and unique, themed private events.

THE RESULTS: The radio station raised over \$900,000 in increased advertising sales. Attendees enjoyed a welcome dinner overlooking the Las Vegas strip. For a total change of scenery, the following day they went on an adventure tour to the Grand Canyon. And more events throughout the trip including a private farewell evening at a historic mansion. All attendees felt like casino VIPs for the duration of the trip.



Las Vegas Strip

ROI FACTOR



The company received \$8 back in increased gross profit for every dollar spent.

INCREASED
GROSS
PROFIT
\$900K

COST OF TRIP
\$115K





ABOUT US

APG provides quality, personalized service in planning and operating Incentive Travel Programs and Meetings.

We assist companies in achieving increased sales and profits through Customer and Employee Recognition Programs. We offer a complete range of customized services to accomplish the desired results:

- Promotional campaigns including an announcement piece, monthly mailers, email blasts, ad specialty items.
- Private events including exclusive group check-in, themed welcome and farewell evenings with entertainment.
- Complete APG trip management services including online registration, airport assistance, APG travel staff and on-site hospitality desk in the name of your company, pre-trip materials, taxes and gratuities, transfers, VIP upgrades, and more!

REACH YOUR SALES GOAL NOW!

EFFECTIVE MARKETING CAMPAIGNS ARE THE WAY TO GO!

It is said people need to hear your message 14 times before they will take action! Developing a comprehensive marketing campaign is key to the success of any program. From the beginning, a program theme and brand should be created, along with an announcement piece directed at all potential participants. Throughout the year, it is beneficial to have multiple communication touches, reminding participants of the program. Your campaign includes emails, brochures, premium mailings, and the list goes on and on.



How APG can help your business with an incentive trip?

If you want to increase sales, then you need to *motivate* your dealers to increase their purchases from you. Though dealers may say they prefer cash, travel is two to three times more effective than cash rewards. Plus, cash has no trophy value and is often forgotten after it is received. **You build a business through relationships.** A group trip allows you to build relationships with your customers, yielding returns for years to come!



Increase sales & profits through customer & employee recognition.



Immediate return of investment



Engage your team & customers to reach goals and boost revenue



Reward results with an unforgettable incentive trip

Call APG and give your dealers an experience they'll be talking about for years!

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INCENTIVE TRIPS – MEETINGS – GROUP TRAVEL