

**Crystal Winner:** AlliedPRA New York

**Client:** Lexus

**Program:** "Luxury Vehicle Principal Incentive"

**Partner:** W&O Event Management



## AlliedPRA and Partners Deliver Luxurious Motivational Experience for Lexus Centre Principals

When a luxury automotive brand set out to "create an amazing incentive program that would shatter expectations" of its top dealers it needed exceptional partners to deliver on the objectives. Lexus sought to inspire Centre Principals to exceed sales goals and earn a spot on the Principal Incentive program to New York City. The company had recently launched a new brand theme "Creating Amazing" and desired a program designed to specifically embody this philosophy. Almost every participant had been to NYC before, so the challenge was to create an incentive trip so coveted that it would inspire greater performance.

The client approached a UK event planner to help plan and execute the event. Attentive to the client's every need, the planner knew that teamwork would be essential to creating a truly effective incentive. The planner engaged DMC AlliedPRA to collaborate and produce an amazing and memorable experience for the client. Their local expertise and the event planner's relationship was a perfect combination. The planner and the client were both based in the UK and the AlliedPRA office is in NYC, presenting logistical challenges communicating and planning from two different hemispheres. Precise timing and flawless logistics were the keys to "shattering expectations." Despite the time difference, each team was able to utilize email and schedule conference calls to stay informed and work closely together throughout the process.

The Principal Incentive winners traveled from the UK on two flights and, upon arrival in NYC, were delighted to discover a fleet of helicopters waiting to whisk them to The London Hotel. The second flight was delayed by three hours requiring swift logistical decision-making and flexibility to ensure that both groups received the same VIP transfer experience. The hotel scheduled a last minute reception for the delayed group, and everyone enjoyed a restful evening.

For the first full day, AlliedPRA turned to Saks Fifth Avenue, a legendary luxury retailer and style harbinger. A unique experience was organized including breakfast next to the prized shoe section, a fashion show of the latest styles and a



*"Just wanted to say thank you to you for all that you did, both in the planning stages and during the programme, to make our recent Lexus Centre Principal's incentive to NYC such an unqualified success. The feedback received so far as been both hugely positive and complimentary and I am sure that this would not have been quite so forthcoming had it not been for your enthusiasm, professionalism and sheer hard work all of which helped achieve our objective of delivering an outstanding customer experience."*

*— Testimonial from Lexus Division, Burgh Heath, UK Events & Experiential Manager*

personal shopping experience illustrating Saks' renowned customer service. The retailer had never before put together an event with all these elements and all activities had to be scheduled before the store opening at 10 AM. This required quick transfers from the The London Hotel, early preparation by the Saks team, and impeccable planning by AlliedPRA to make sure each element of the morning was both expedient and inspiring.

That evening, the team delivered an unparalleled theater experience. The Broadway show "Spiderman" was chosen because it features special effects and mechanical ingenuity setting it apart from all other Broadway productions. The group gained exclusive access to Foxwoods



Theater before the show and had the rare privilege of witnessing a sound check. After the show, the Theater staff had the creative idea to reopen the Apollo Link, a fire exit in the theater that hadn't been used in over two years, to host an exclusive dinner reception. Because of NYC fire codes, the Apollo Link set up could not commence until every audience member was safely out of the theater. This limited the team to only 20 minutes to transform the facility from a fire exit into an exquisite venue for the group's dinner with the cast. The Apollo Link is a protected NYC landmark so décor was a unique challenge. Creative solutions included candelabras instead of traditional lighting and branding on napkins, plates, and even toothpicks instead of hanging signs in the space.

The Theater's stage managers treated the guests to a backstage tour while AlliedPRA worked with theater staff to load in furniture and food. By the time the tour was over, the venue was perfectly staged for the evening's events. Spiderman cast members joined the group for dinner, drinks, and entertaining conversation. The event could not have happened without a strong relationship with the Foxwoods Theater staff. Theater Management was instrumental in planning the details of the dinner, securing the Apollo Link, and coordinating between the Spiderman cast and the special events team. The Theater's in-house catering and crew did a heroic job of sticking to the strict schedule and making the evening a success.

Without a doubt, the incentive trip was an experience of a lifetime. The best of New York City was showcased to align with the client's brand theme and embody its values of innovation, luxury, and customer service. The team's enthusiasm, professionalism and sheer hard work exceeded the client's objectives of delivering an amazing motivational experience and set future standards to inspire stronger brand loyalty and sales results. •