



CREATIVE GROUP

Award Category: Most Effective Incentive Marketing Campaign

Program Name: 2018 Living Legends Incentive Program

Client: Alliance Laundry Systems, Huebsch Div.



Alliance Laundry Systems designs, manufactures and markets a line of commercial laundry equipment under various brands in over 100 countries. Among their brands are Huebsch, Speed Queen, and Unimac. Alliance Laundry's Huebsch division hosts an incentive program for their distributors to reward top sales achievers with a group travel experience. They chose Peru in 2018 because of the allure of Machu Picchu, the Lost City of the Incas.

The incentive program's main goal was to continue to increase sales in their distribution channel. The communications strategy was to design a highly relevant and impactful theme to deliver maximum engagement.

With the audience demographic and history in mind, the theme Living Legends was created because it spoke to the legend of Alliance Laundry, with 112 years in business; it spoke to the legendary families who started their business decades ago, still thriving today; and it spoke to the legend of Machu Picchu—a city that was lost, and then found.

A Living Legends program website was created to house all information related to the incentive: program rules, sales standings data, motivational communication messages, and Peru trip details. Huebsch delivered monthly standings reports, providing their audience with visibility about individual and group tracking toward goals. A 14-month communication campaign included a wide variety of messaging touch points, from e-newsletters to monthly blogs to physical gift mailers to participants' homes. Emails were sent to participants alerting them that standings were updated, nudging them to visit the site.

There are times throughout the year when “eyes can come off the prize,” with a long and challenging sales cycle. Infusing energy back into the sales effort is crucial. Having consistent communication and touchpoints to catalyze engagement and behavior is important to generate desired results. By sending communications directly to the distributor principal's home, it helped engage the spouse/significant other and their excitement reinforced the drive for the participant to do everything possible to win and experience this destination. Post-program participant feedback was very positive. Participants' comments spoke of the goodwill that comes from strengthened relationships when a group experiences a legendary adventure together.

