

CASE STUDY

Energizing Performance

To ensure the success of any organisation, it is critical to influence internal communication effectiveness, channel platform productivity and employee motivation through reward and recognition strategies to build loyal and influential communities.



COORS LIGHT BEER FAST MOVING CONSUMER GOODS / EUROPE

Challenge

Driving Sales, Building Loyalty

This was the client's second annual appreciation event in Northern Ireland, and the first that it outsourced. The objectives were to drive short-term sales, thank the bar trade for its support, and solidify relationships with brand ambassadors.

MCI's solution

With a target audience aged 18 to 30 years, MCI organized an evening of fun and celebration with careful attention to design details, safety, and participant impact. Teasers throughout the campaign built interest and suspense, and the location was kept secret until the coaches arrived onsite.

A ski chalet decorated with furs, lanterns, and artificial log fires

supported the client's brand positioning. The isolated setting guaranteed that guests would stay onsite. The programme included a series of games and interactive events, with bar teams competing for a cash prize. Video evaluations showed that the incentive made magic happen by acknowledging participants' sales performance and creating a sense of mystery around the venue.

Lasting Results

"We wanted this year's party to be even bigger than before," said Jordana Busby, Brand Manager at Molson Coors. "MCI just took all the pressure off me. I had total confidence in their creativity and ability to deliver."

Why MCI?

MCI organized an exclusive, themed incentive for 350 pub staff from across Northern Ireland. The evening recognized employees who had sold the most cases of Coors Light beer over a two-month period, using a Rocky Mountains theme that reinforced the product's cool, fresh image.

