



CASE STUDY

SEVEN WEST MEDIA

INCENTIVE TRIP

PARIS, FRANCE

45 GUESTS

10 DAYS

THE SEVEN WEST MEDIA GROUP IDENTIFIED A NEED TO CREATE A TRAVEL PROGRAM THAT AIMED TO INCENTIVISE AND REWARD THEIR TOP SELLING ADVERTISING CLIENTS.

Travel & Sports Australia (TASA) were engaged to craft an end-to-end travel solution that would form part of the company's advertising strategy and **delight their top spenders**.

SEVEN WEST MEDIA GROUP

THE COMPANY

Seven West Media is Australia's leading multiple platform media company with a market-leading presence in broadcast television, magazine and newspaper publishing and online.

THE BRIEF

Develop a yearly incentive travel program that encompasses :

- 5-star property options
- Fine dining experiences
- World-class golfing destinations
- Cultural experiences
- Hospitality and conferencing options.

“ THANK YOU FOR ALL
YOU DID TO ENSURE
AN AMAZING TRIP!
IT REALLY WAS AN
EXCEPTIONAL EXPERIENCE
– AIDED BY YOUR GREAT
ORGANISATION AND
SELECTION OF HOTELS
AND RESTAURANTS ETC!
THANKS AGAIN FOR
A FANTASTIC TRIP!

Seven West Media clients

OUTCOMES

- Feedback from travelling parties have shown that the trips were certainly a motivator when considering their media spend year-on-year.
- The Seven West Media Group has seen a steady increase in client advertising spend across all channels.
- Reservations at Cipriani Restaurant – 12-course degustation.
- Exclusive access to Terrasse Raphael for sunset drinks.
- Combination of Business and Economy class airfares.
- Management of client trip deviation post conference.
- 1980 Citroen tour through the laneways of Paris.
- First class train to Monte Carlo.



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