



## EVT Explores Adventure in Japan

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**Client:** Yamaha Australia & Yamaha New Zealand Pty Ltd

**Program:** Take a Bigger Bite

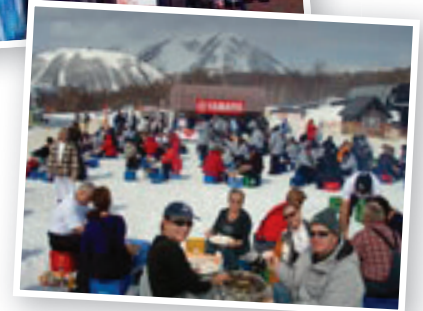
Yamaha incentive programs are designed to build brand awareness and loyalty in a highly competitive multi-branded reseller market. This past year Yamaha partnered with EVT Marketing Group to deliver its “Take a Bigger Bite” incentive program, a program that would recognize and reward Yamaha’s top performing motorcycle and marine dealers and their retail sales staff plus Yamaha’s top performing internal sales staff. But this program was not only about the ROI on the sales goals – it was to incorporate a visit to the company headquarters and factories to cultivate greater affinity to the corporation.

The program selected Japan as its inspirational destination and the design and delivery had to factor in delighting and meeting the needs of two different groups of Yamaha dealers (motorcycle and marine) from Australia and New Zealand.

activities including beach volleyball and karate sessions on the sand and group helicopter rides over nearby reefs.

For the main Okinawan event, EVT provided Hawaiian shirts for the men and leis and sarongs for the women and sent guests to a lush botanical garden where traditional dancers performed and sugar cane crushers demonstrated their art. Dinner was enhanced with an array of Okinawan entertainment including stick fighters, lion dancers, fisherwomen dancing and bingata dancing. As a finale, the entertainers formed a long dancing line and led the group back into the gardens for a spectacular fireworks display and an evening of dancing.

The next stop on the trip was the northern tip of Japan in Hokkaido where EVT managed to make a group of 160 people feel elite at a ski resort with a 2,000 person capacity (when 90% of the group has never skied before). By obtaining sizing and skill levels of the guests in advance, EVT was able to provide proper ski equipment for pre-arranged private lessons for the entire group. EVT also arranged for exclusive use of the resort’s snowmobiles (Yamaha vehicles of course).



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Another challenge was that the majority of both groups had traveled to Japan before and had visited the typical incentive destinations of Tokyo Kyoto and Atami. So EVT Marketing Group put together a trip that ranged from the very South of Japan to the very North, hot to cold, Okinawa to Hokkaido. As a result the dealers were very excited at the prospect of sitting on a beach one day and skiing down the slopes the next!

In Okinawa, all activities planned were exclusive to the Yamaha group. One of the main draws to the island is the wartime heritage, and EVT was able to secure private sessions in two of the museums with presentations from survivors of World War II. To showcase the sandy beaches of Okinawa, EVT worked with the hotel and a local helicopter company to organize fun beach

The hotel ran a shuttle bus and opened up a gondola that took them to the top of the highest peak where a Yamaha-engraved hot chocolate station was waiting to keep the guests warm as they took in the breathtaking views. On one of the afternoons, EVT reserved an area of slopes where they set up an unusual picnic with beer crates stuck in snow surrounding tiny grills for the group to BBQ meats and vegetables. For those who did not want to ski, EVT set up basketball and table tennis tournaments in the hotel’s gymnasium and conducted “snow Olympics.” With 60 people dressed as baby polar bears and a snow man fashion parade, the group had surely outdone themselves.

The final destination was Tokyo, where at a Zen temple guests were taken through the basics of

meditation, followed by a tea ceremony. For the final dinner the Four Seasons was transformed into a hi-tech, glitzy television studio for the night. Upon arriving in the ballroom, guests learned that they were going to be the live audience for “Tokyo’s Got Talent,” a local TV show. The evening finished with live music and dancing.

The extreme contrasts of Okinawa’s war time history and beach culture, Hokkaido’s skiing heritage, and Tokyo’s busy metropolis made for a trip that was filled with variety and excitement.

Based on Yamaha’s testimonial the program costs were less than 1 percent of total turnover. Incremental business derived from the overall program was \$21.7 million, therefore the return on investment equated to a 10 percent cost on the overall growth gained. Yamaha also reported that warranty returns rose from 74.3 percent to 97.2 percent and a 26 percent growth occurred in finance contracts. This is one program that exemplifies the measurable business results that travel incentives can have in an organization. ●