



UNILEVER

October 2007 staff incentive, Cape Town

The brief

Unilever Food Services key distribution partner is 3663. Every year they invest in a nine months sales programme geared towards maximising revenue and delivering performance through their call centre teams. Rather than a traditional cash reward they focus on a travel programme, it must have wow factor and be somewhere that the winners would not ordinarily go.

After a fierce round of competitive tenders we won the brief with our proposal to send 80 people (40 couples) to Cape Town for a once in a lifetime experience. With a mixture of exciting experiences and time to explore the history and culture of Cape Town our proposal was the perfect answer to their brief.

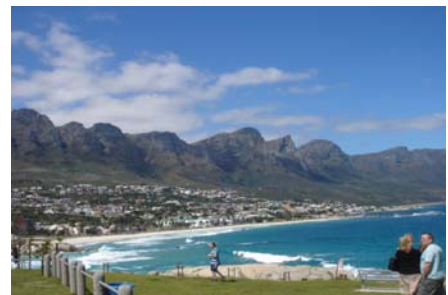
Our brilliant solution

As guests in central first class hotel in the heart of the bustling waterfront they were right in the heart of the vibrant atmosphere and easily able to explore Cape Town at their leisure. All the guests' meals in were booked and paid for in a selection of diverse quality restaurants, including a truly unique dining experience at the world famous African Café.

Highlights of the trip included a personal tour by two former inmates of Robben Island, once home to the most famous prisoner in the world, Nelson Mandela. An early morning visit to Table Mountain on the cable car to drink in the magnificent views and a day spend at Cape Point and Boulders beach getting up close with the famous penguin colony.

To round off a perfect trip and end on a high, the final night's celebration dinner was in one of the best restaurants in Cape Town Peper offering floor to ceiling views of the Atlantic Ocean.

Additional trips for people included shark cage diving trip to get adrenaline pumping and give them something to talk about back home as well as game drive to see the 'big five', Lions, Leopard, Buffalo, Elephant and Rhino.



Highlights of our itinerary for Unilever's staff incentive trip included:

- An unbelievable shark diving experience and a guided tour of Robben Island by two former inmates
- A truly authentic dining experience at the African Café, sampling typical native cuisine
- Driving along Camps Bay/Chapmans Peak/Hout Bay/Boulder Beach to spot seals and penguins
- Cable cars to the top of Table Mountain where guests enjoyed champagne and soaked up exquisite views

"Firstly let me say a huge thank you for everything you did for us both before and during the Cape Town trip! It could not have been organised any better or have run any smoother in resort.

You won the tender based mainly upon service and you did not disappoint me, I was totally impressed by every element of Brilliant Weekends.

The way that Brilliant Weekends operated was flawless, every last thing was thought of and the little things that make the difference were all taken care of. For example the way Tracey sorted out the Champers and Biltong was superb!!

I know that all my guests had an absolutely fabulous time, I have already received numerous calls and texts to say thank you and they also said where to next year!!"

