



CASE STUDY: MEETINGS & EVENTS



The Challenge

Michelin's engineering team had just launched the most impressive winter tire to date, the X-Ice. The X-Ice tire had 75% longer wear life, unrivaled ability to break on ice, and outstanding traction winter after winter. Michelin knew they had a winner; the challenge was that the sales reps did not, at least not yet they didn't.

As such, it was extremely important for Michelin to properly educate their sales force, comprised of dealers and distributors across North America, on the critical features and benefits the end customer would value most. Michelin was looking for a way to inspire and inform their partners in a way that would help them realize the true sales potential of this revolutionary tire - so they called LaCURE.

The Solution

After spending some time with the Michelin management team in order to better understand their unique needs and concerns, the LaCURE team moved forward with their proprietary quantitative and qualitative situation assessment and audience analysis. The findings suggested that Michelin should host a series of interactive and engaging meetings focused specifically on educating and motivating their tire dealers.

After overlapping the aggregated input collected from all of the relevant stakeholders (dealers, management, employees and customers), with budgetary, logistical, and optics considerations, the LaCURE team collaborated with Michelins Event Manager to plan an unforgettable week. Dealers from across the continent were flown into beautiful Mont Tremblant and treated to accommodations, dining, activities, entertainment, and a level of customer service that left them feeling like they were a part of the greatest company on earth. Most importantly however, they learned why the X-ice tires were the best, and a must, for their customers back home.

LaCURE's approach to helping its clients deliver content to their audience differs from conventional event planners. Michelin made it clear that they very much valued their dealers and didn't just want another PowerPoint deck highlighting a few benefits. The LaCURE team listened....and responded by having a customized ice track built on location for the dealers to actually test drive the X-Ice tires allowing them to experience their unprecedented features and benefits firsthand.

For seven straight days different dealers were flown in energized to learn, and flown out excited to purchase.

The Outcome

Sales projections for the X-ice tire the following year weren't just met, they were blown away.

"Each member's attention to detail, dedication and professionalism were what left a lasting impression in the minds of our customers, sales force and internal core launch team. Your creative concepts and flawless execution certainly surpassed our expectations."

- *Special Events Manager, Michelin North America*





CASE STUDY: SALES INCENTIVES



The Challenge

Canon came to LaCURE and asked for recommendations on how to increase their sales from one year to the next. LaCURE knew a flawlessly orchestrated incentive trip would do the trick, and some. The objective was a straightforward one: inspire the sales team to perform like never before. However, Canon had a very diverse group of sales associates from a very wide range of geographies, so the challenge was how to go about designing a trip of unparalleled excellence in a way that met everyone's unique needs. A trip that would leave each employee motivated and determined to increase sales even further for the chance to be a part of next year's unforgettable experience.

The Solution

LaCURE Conducted a comprehensive audience analysis to ensure the trip reflected the aggregated interests of every single attendee. Those inputs provided a set of criteria to apply to every aspect of the trip planning and execution from pre-planning and pre-departure teasers to execution and follow up evaluation. The location chosen was the breathtaking Ashford Castle in Ireland. This incredible piece of history was built in 1228, and beautifully conveyed the events theme of "capturing memories". Dancing the night away at the private costume ball in the Castles royal banquet hall, admiring the picturesque landscapes during the hunting and fishing expeditions, or delighting the palette during one of the private whisky distillery tours and tastings, the Canon team was treated like royalty while having the chance to experience Ireland and all of its magnificent history. Most importantly however, the Canon team became truly inspired by the memories they captured together.

The Outcome

The following year the Canon sales team enjoyed record results. LaCURE's follow up evaluation revealed that the sales reps desire to be a part of the next incentive trip was a big reason why.

"Every event has been first class, from the promotional collateral and launch material to the execution of the final product. From Ireland to South Beach, Jamaica to Montreal, each function has been better than the last"

- *Director of Marketing, Canon*





CASE STUDY: PRODUCT LAUNCH



The Challenge

Product launches were nothing new to both Pfizer and LaCURE, but this latest product was particularly unique and had the potential to be the most lucrative in Pfizer's history. The LaCURE team had been working with Pharmaceutical companies around the globe to launch various specialty drugs for over 20 years, but they wanted to make the Launch of Viagra something truly sensational!

There were many challenges to consider when creating the Viagra launch. The most notable was the public sensitivity toward what the drug was developed to achieve. Pfizer had created a drug that was outside the norm, they had created a drug that was going to rock the world.

The second challenge was soon after LaCURE began to develop the launch plan Pfizer got notice of compliance for a second drug, Celebrex. As a result, Pfizer requested that LaCURE now create two completely unique product launches back to back. The Pfizer management team knew this year had unprecedented potential, and LaCURE knew it was going to have to stretch the boundaries of the impossible to make sure that potential was realized to its fullest.

The Solution

When orchestrating a product launch LaCURE knows that you have only one chance, only one shot, only one opportunity to introduce your product to the world while inspiring and informing your sales and marketing teams like never before. From planning and pre-event communications to execution and event evaluation, no detail was left unnoticed. No attendee left unsatisfied.

Working with the same client to develop two events that would be so distinctly different was rewarding and challenging task. Viagra's theme was "Forever Tango", an event filled with dancing and singing that strategically reflected key characteristics of the drugs benefits such as youthfulness, vibrancy, and vitality.

As an arthritis pain relief medication, Celebrex's theme, "A Joint Performance", was designed to symbolize the freedoms of living free from arthritis pain. To effectively capture the true beauty of that "freedom", LaCURE hired and trained some of the most creative and artistic circus dancers from across the globe to indulge and inspire the attendees.

The Outcome

Based on feedback both qualitative and quantitative, the two events were an extraordinary success. The participants left more educated and motivated than ever and rewarded their employer, Pfizer, by producing the single most successful year in the company's history.

"Breaking out of the box to create the right emotion, at the same time as ensuring that all business objectives are achieved, represents a significant creative challenge. LaCURE maintains strength in all critical areas – handling the details, logistics and creative."

- Product Manager, Viagra, Pfizer

"I would like to express my gratitude to the whole LaCURE team for making the launch of CELEBREX what my colleagues tell me was the best launch meeting in the history of Pfizer Canada. The LaCURE Team executed the plan flawlessly... with immense professionalism and great class. You guys are the best!"

- Product Manager, Celebrex





CASE STUDY: LOYALTY & REWARDS

McKinsey&Company

The Challenge

McKinsey & Company came to LaCURE looking for a way to reward their top consultants. They didn't want just any ordinary reward trip. They wanted to show their consultants that they appreciated the long hours they put in and that they valued their loyalty towards the firm. McKinsey wanted to motivate and inspire its team just as its team had done for so many of their Fortune 500 clients. The LaCURE team set out to create a loyalty and reward trip that these well traveled McKinsey consultants could only dream of. They wanted an experience that was creative, inspirational, relaxing and that provided the most meaningful atmosphere for team building and bonding.

The Solution

Santa Fe, Miami, Jamaica, Montebello and Aspen. Over the next 5 years, LaCURE created and delivered annual 3 day retreats with all aspects of the trips meticulously planned with distinct itinerary from beginning to end. From hot air balloon rides over Las Barrancas in the Santa Fe canyons to white water rafting down the Colorado River. Cattle drives one day, mountain bike tours the next. One cannot forget the epic wrap up parties; each enhancing the theme of the retreat and leaving McKinsey's consultants enthralled and motivated to keep up their exceptional work.

The Outcome

These customizes incentives produced incredible memories that helped drive the McKinsey team to work even harder the following year for another chance to be indulged and inspired like never before.

“Imaginative and creative site selection...Extreme attention to detail...Rigid adherence to first-class quality standards for everything...You get to know your client better than they know themselves...Patient, easy-going manner but know the right time to get directive.”

- Partner, McKinsey & Company

