

STRATOS CORPORATE PROGRAM

Client Development

Attract and retain important clients using a unique incentive they will be sure to remember.
Use Stratos Corporate to:

- Differentiate your company from the competition with an exciting super car incentive
- Utilize word of mouth advertising by giving something your clients will be sure to talk about
- Open dialogue with new clients or develop existing client relationships with a “drive day” event
- Encourage an elevated spending using a tiered rewards program

Case Study

XYZ Inc, an investment firm deals with high net worth individuals with a minimum of \$100,000 to invest.

XYZ was looking for a means to open dialogue with new clients and an incentive which encouraged a higher level of investment. Budget was set at \$75,000.

The Reward

Incentives for existing clients:

XYZ choose to offer membership to Stratos motor club to anyone that invested over \$250,000. XYZ purchased 5 x 400 Stratos motor club memberships.

Opening dialogue with new clients:

Stratos organized an arrive and drive event which allowed 10 invited target clients to meet and spend the day driving 6 different vehicles to different pit stops along the drive route.

Reward promotion:

Stratos provided a Lamborghini for a static display, produced 4 co-branded posters detailing the offer, supplied brochures for distribution and organized an email campaign to the company’s database outlining the promotion.

Example price breakdown

Incentives

5 x 400 point Stratos motor club membership	\$50,000
2 x Drive events for 10 people using 6 super cars	\$20,000

Marketing

Static vehicle display	\$1000
4 x display posters	\$800
Artwork	\$250
Email campaign set up	\$1000
100 x Stratos brochure	\$250
Total	\$73,550