

An example of Robert's know-how:

Sell wine...No, sell vines per feet in the vineyards and create a very strong marketing product yes. Then decline all the facets of the innovation to push the product or the brand awareness.

One of these approaches is the incentive travel to confront participants physically with the concept by adapting the themes, the characters, the means of transportation, the gastronomy. Selected participants then become themselves spokespersons for the product / brand.

This is the innovative approach to incentives proposed by Robert. A powerful combination of travel and commercial branding.