



Discover Something Different – A New Identity for Incentivise

Be
inspired..

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First founded in 2002 by three travel and event fanatics, the ethos behind Incentivise has always, as the name suggests, revolved around incentivising and inspiring businesses. Fast forward to 2019, and the company is staying true to its name by providing bespoke corporate incentive and reward packages. However, the Warrington-based team have also significantly widened their service offering over the last 17 years, with the company now being a go-to name for those seeking a full-service events, travel and golf agency.

Wanting their brand to reflect this array of great services, in combination with their expert, creative and vivacious personality, it was time for a refreshed identity. Cue the updated slogan of “Be inspired. Discover something different”.

Sparked by Director John Atkins’ comments that the team “love introducing our clients to new destinations and cultures, and places they would have never thought about going to”, the new brand positions the company at the forefront of providing unique business events, travel and reward packages – all of which would not be possible without Incentivise’s expertise and knowledge.

With this one-of-a-kind theme in mind, the team were keen for the brand’s visual identity to be equally as unique. Think bold, creative and memorable – a combination that has shaped the evolution of the new logo; conceived by pulling out the ‘O’ and ‘V’ letters from the new font, 3 individual shapes and their colours now symbolise Incentivise’s key services; events (coral) travel (blue) and golf (green).

Commenting on the successful rebrand, Director Jane Atkins said: “We wanted our marketing to match our great reputation and ongoing growth. Knowing how to rebrand can be tricky, but luckily we had a team of creative whizzes to work their magic. The result is a fun yet informative identity that sums up our unique services and personality, but that also provides clarity for existing and potential new clients”.

Continuing, Director Phil Jones describes how: “The rebrand has signalled the start of an exciting new phase in our company’s positive trajectory. By discovering something different for our brand, we hope that clients will be enthused to do the same, whether they’re looking for a tailor-made business event, trip or rewards package to inspire their clients, partners or customers”.

Discover the fresh brand for yourself by having a look around Incentivise’s shiny new website. Why not get inspired by some of their [previous business trips, incentives and golf events](#) too?

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