

Incentivise Host Launch Party to Celebrate Re-Brand



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To celebrate their recent re-brand, Warrington-based business travel and event experts Incentivise recently hosted a launch party to remember.

The 23rd of July saw Incentivise team members, their loyal customers and trusted suppliers come together to celebrate the launch of their new brand. It was also a chance for directors to reward everyone's hard-work and loyalty since the company was first founded 17 years ago.

Based on "discovering something different", their bold new identity positions the company at the forefront of providing unique business events, travel and reward packages. Recent examples have included an inspiring annual incentive trip to Cambodia and a thrilling getaway to Salbaach, one of Austria's top ski resorts.

With this in mind, what better way to mark the occasion than a fun-filled launch party? Hosted at The Mere, Cheshire's premier golf resort, the evening was full of food, drinks and entertainment aplenty – what else would you expect from a team that lives and breathes event management?

Highlights included a drinks reception with saxophone entertainment, a 7-wonders-of-the-world photo booth, golf pitch and put, guitar singalong and doughnut wall – all of which play homage to the creative itineraries that the team has planned and delivered for its clients over the years.

Commenting on the evening and the firm's new creative identity, director John Atkins said: *"We're thrilled to have been able to host a party to thank our team and clients – and one that also signals the start of an exciting new phase for us. Having grown so much over the years, we've been able to significantly widen our service offering. We therefore needed our branding to reflect our full-service offering. Obviously I'm biased, but I think it succeeds in doing just that"*.

Since being founded in 2002, the ethos behind the company has revolved around inspiring businesses with wow-factor events and getaways – incentivising is in their name after all! To find out more about their work and to see the new branding for yourself, head to www.incentivise.co.uk.

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