



## Incentive Travel

AMC is home to some of the most popular and acclaimed programmes on television. AMC was the first basic cable network to ever win the Emmy® Award for Outstanding Drama Series with 'Mad Men' in 2008, which then went on to win the coveted award four years in a row.

## Brief

To celebrate the launch of a new TV show on BT TV entitled 'Feed the Beast,' AMC approached Motivates to create a 'money can't buy' travel incentive prize for its viewers.

## Solution

The Motivates team took inspiration from the show which is set in the Bronx in New York and planned a once in a lifetime trip to the Big Apple. The tour included direct flights, a five-star hotel, transfers and dinners in the Bronx and Manhattan. Following the announcement of the winner, the events team managed all the necessary bookings ensuring the winner had the most enjoyable experience possible.



## Result



*We hope the winners trip was as lovely as the events team are – they had this all under control and to the highest standard.*



Sandra, Marketing Executive,  
AMC Networks

