



Attract and retain important clients using a unique combination of supercar incentives, track events, and boutique hotel breaks.

Treat key clients with a one-off day in a supercar, develop client relationships with a shared track day experience and encourage longer term client loyalty with a Supercar Club membership that will last all year.

Use éX Corporate to:

- **Open dialogue with new clients** or develop existing client relationships with a track day event
- **Demonstrate long term commitment to key clients** using a year-long Supercar Club membership
- **Encourage an elevated spend** using a tiered rewards programme
- **Differentiate your company from the competition** with an exciting, aspirational Supercar incentive
- **Encourage word of mouth marketing**

Case Study Client Development

Clivest Ltd, a London-based wealth management firm dealing with clients who have a minimum of £250,000 to invest.

Clivest were looking for a means of opening dialogue with new clients, and an incentive which encouraged a higher level of investment, but which did not act as a barrier to individuals who could genuinely only afford a lower amount.

Clivest had a budget of £10,000 to invest in new client acquisition, and set a budget of another £10,000 for existing clients.

Incentivising existing clients

After considering a number of options, Clivest chose to offer an éX experience to anyone who invested over £500,000. Clivest purchased 10 experiences up front, but the promotion was so successful that 22 people were eligible for the reward, so 5 additional experiences were bought at a later date.

Opening dialogue with new clients

éX organised a track day event for Clivest, where they invited 20 hand-picked target clients to spend the day with them at Silverstone. The day provided the ideal opportunity for Clivest to spend time with their target audience in a fun environment, find out more about their needs and start the client relationship off on the right note.

Reward Scheme Promotion

éX were asked to supply a Lamborghini and a Ferrari for a static display, produce 5 large co-branded foam boards detailing the offer, supply 10 copies of é25 Magazine, and organise an e-mail campaign to the company's database explaining the promotion.

Example Price Breakdown

Incentives	
10 x éX day experiences	£7,000
Track event for 20 people using 5 cars	£10,500
Marketing	
2 Cars for static display inc. delivery	£1,350
E-mail campaign setup	£1,000
Email shot	£150
10 x é25 magazines	£33
5 x A0 custom posters	£450
7 hours artworking	£525
Total paid up-front	£21,008
Top-up incentives	
5 x éX day experiences	£3,500
Total paid year 1	£24,508

Further price information is available in the Pricing sheet. Prices include VAT.



Next Steps

This case study demonstrates just one way in which the éX Corporate scheme can be used to acquire, develop and retain clients.

Please fill out the **Next Steps** sheet with your requirements so that we can compile a package and detailed quote that meets both your goals and budget.