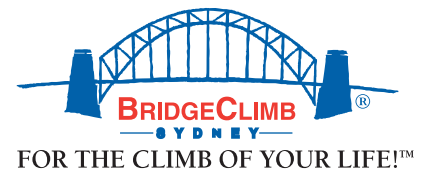


# Case Study:



## Incentive reaches breathtaking new heights with Amway Malaysia

*“BridgeClimb Sydney was very professional and knowledgeable, working together to ensure this feat was successfully pulled off. We have since been told that this is the largest single group that has climbed the Sydney Harbour Bridge in a single day.”*

Boasting a five-day, action-packed incentive program, the Amway Malaysia Leadership Seminar brought 700 top sellers to Sydney in December 2012 for an unforgettable experience.

A global leader in direct selling, with over 3 million independent business owners (IBOs) in more than 80 countries, Amway rewarded its high-performing Malaysian IBOs with a variety of bespoke group activities in the iconic city of Sydney, including the once-in-a-lifetime opportunity to climb the iconic Sydney Harbour Bridge with BridgeClimb Sydney.

“I loved making the journey all the way to the top [of the Sydney Harbour Bridge] and our Climb Leader was simply excellent!” said See Sian Loong, Amway Malaysia.

Invigorated by fresh air and excitement, Amway’s top sellers were encouraged to dance and sing their way to the Bridge’s summit by BridgeClimb Leaders – tour guides who told tales of Australia’s history and offered stories and secrets of the 81-year-old bridge.

### QUICK FACTS

**Event:** Amway Malaysia Leadership Seminar 2012  
**Delegates:** 700 delegates from Malaysia  
**Destination:** Sydney, New South Wales  
**Date:** 7 December 2012

Demonstrating Sydney’s ability to cater for large groups, Amway Malaysia’s brief was successfully met when 700 top sellers experienced BridgeClimb and a Sydney Sailing regatta simultaneously and within business hours.

“We wanted to give our participants an extraordinary experience and decided on the BridgeClimb and the sailing regatta to be carried out on the same day,” said Mohd Isa Ibrahim, Head of Sales, Amway Malaysia.

BridgeClimb customised almost every aspect of the experience for Amway Malaysia, offering the client:

- Exclusive use of the attraction
- Amway branding opportunities throughout the Climb Base and on the climber’s photos
- Customised merchandise
- Collateral support

“The BridgeClimb team was very professional and knowledgeable, working together to ensure this feat was successfully pulled off. We have since been told that this is the largest single group that has climbed the Sydney Harbour Bridge in a single day.”