



# iLOQ „Race to 100 Million“

Category: Internal Communication

## Event expectations and goals

iLOQ is a growth company revolutionizing the locking industry for almost 20 years. They are bold and ambitious in business and so are their people.

To reach the market and technology leader position it is necessary to:

- Build a winning company culture
- Stand out from competition
- Motivate people to reach targets together and raise their growth to the next level

So, they set their people on a year-long ride awakening their competitive spirit and giving them an impressive incentive. The goal of the event was to celebrate winning the race towards their goals and look forward to the future.

## Implementation

iLOQ combined the investment for internal incentives, sponsorship, and brand ambassador and created the concept: iLOQ “Race for 100 Million”.

The journey was divided into racing stages using Formula 1 Championship season narrative. Each race had a business objective supported by local activities and social media campaigns, promoted by iLOQ brand ambassador and mentor Kimi Räikkönen.

To celebrate the success of their ambitious goals, the entire iLOQ global staff was invited to Leverkusen, Germany in BayArena – the impressive football stadium locked and unlocked by innovative iLOQ products.

During the 3-day event we combined the team spirit and winning culture of Formula 1 and football.

Highlights included:

- Sharing business success stories and customer case studies
- Open Q&A with brand ambassador and F1 driver Kimi Räikkönen
- Celebrating at the heart of the stadium with the Bayer 04 Leverkusen mascot Brian the Lion
- Bundesliga main goalkeeper Lukáš Hrádecký congratulating and meeting the iLOQ team
- VIP seats to support the home team European League game

The final award ceremony was held in the privatized and branded stadium with Kimi Räikkönen’s F1 car as the main decoration.



## Results

The event was a huge success. Attendees stated that this event created memories for a lifetime. It strengthened iLOQ company culture values and took their growth to the next level. The Championship journey reached its goals achieving increase in current core business, expanding to new geographies and markets and enabling fast growth.

iLOQ can be proud of the unique human experience and winning culture they created.

