



We build revenue through innovation in product, partnership and marketing. We add knowledge and expertise to management teams through on-site workshops and consulting.

Our services include:

- Building ancillary revenue
- Creating a la carte strategies for airlines
- Enhancing existing frequent flyer programs
- Creating loyalty marketing programs

Enhancing Profits, Products and Partnerships

ANCILLARY REVENUE ACTIVITY

A La Carte Features • Branded Fares • Commission-Based Products • Frequent Flyer Activities • Strategic Business Plan for Ancillary Revenue • Onboard Marketing and Promotion • Employee Buy-In and Training • Revenue Analysis • Ancillary Revenue Guide by IdeaWorksCompany

LOYALTY MARKETING AND FREQUENT FLYER PROGRAMS

Elite Tier Program Enhancement • Accrual and Reward Design • Business Plan Development • Operating Manual and Training • Partner Selection and Negotiation • Partner Marketing • Mileage and Point Valuation

MASTER CLASS SEMINARS

Boost your revenue IQ with seminars at your headquarters:
Ancillary Revenue • A la Carte Pricing • Loyalty Marketing • Industry Trends and Research

Our clients:

Air Arabia

AirAsia X

airBaltic

Air New Zealand

Air Transat

Alaska Airlines

Avianca

British Airways

Finnair

Flybe Airlines

Hainan Airlines

Iberia

Icelandair

LATAM

Southwest Airlines

Vueling Airlines

WIZZ

Amtrak Intercity

Baymont Inns and Suites

Cartrawler

Forever Resorts

Fosshotel of Iceland

Lake Michigan Carferry

Marcus Hotels and Resorts

Marcus Theatres

Virgin Trains UK

VR Finnish Rail

Aeroplan

Kwik Trip Petroleum

Lacek Group

OgilvyOne

Roady's Truck Stops

TravelSky

Visa

The IdeaWorksCompany Difference

TOP STAFF DEDICATED TO YOUR PROJECT

The experienced consulting staff described is the consulting staff you get. IdeaWorksCompany doesn't make presentations with senior staff and then switch to inexperienced staff to do the work. The entire IdeaWorksCompany consulting team is highly skilled and available to you.

ANCILLARY REVENUE LEADERS

This movement began in Europe and that's where the bulk of our learning and consulting has occurred. Jay Sorensen is recognized as a leading expert, speaker and writer on all three components of ancillary revenue: a la carte features, commission-based services, and frequent flyer programs.

IT ALL BEGINS WITH RESEARCH

IdeaWorksCompany has an unparalleled research tradition. Please browse the free online library of more than 75 reports on topics related to ancillary revenue, loyalty marketing, and product development. Research, benchmarking, and analysis sharpen the skills and industry awareness of the consultants assigned to your project.

QUALITY AND IMAGINATION ARE THE KEYS

Technical excellence and imaginative solutions are our core strengths. Our people are not only experts in their fields, they are free thinkers who take pride in generating new approaches to business within their areas of expertise.

GREAT VALUE, MODEST FEES

Consultants are hired to improve revenues. But it's also nice when a consulting company offers value-based pricing. Our terms are on your terms; per project and retainer-based agreements are available.

The IdeaWorksCompany Mission Statement

IDENTIFY A CLIENT'S UNIQUE PRODUCT ADVANTAGE

IdeaWorksCompany strives to identify and enhance the following attributes:

- 1) where the client is strongest,
- 2) where the competition is weakest, and
- 3) what is most valued by the customer.

Enterprises that focus on these areas enjoy the greatest success and deliver the best return for stakeholders.

STRIVE TO INNOVATE, BE NIMBLE, AND EXCEED CLIENT EXPECTATIONS

Innovation excites the consumer and frustrates the competition. Nimbleness excites the client and sharpens staff intellect. Exceeding expectations earns repeat business and encourages referrals.

How To Reach Us

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