



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 flier programs
- Creating loyalty marketing programs

## Enhancing Profits, Products and Partnerships

### **ANCILLARY REVENUE ACTIVITY**

A La Carte Features • Branded Fares • Commission-Based Products • Frequent Flier 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 FLIER 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:**

**AirAsia X**

**airberlin**

**Air Transat**

**Alaska Airlines**

**Avianca**

**British Airways**

**Flybe Airlines**

**Frontier Airlines**

**Hainan Airlines**

**Icelandair**

**LAN Airlines**

**Monarch Airlines**

**Southwest Airlines**

**Virgin America**

**Vueling Airlines**

**WIZZ**

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**Amtrak Intercity**

**Baymont Inns and Suites**

**Cartrawler**

**Forever Resorts**

**Fosshotel of Iceland**

**Hawaii Superferry**

**Lake Michigan Carferry**

**Marcus Hotels and Resorts**

**Marcus Theatres**

**VR Finnish Rail**

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**Aeroplan**

**ezRez Software**

**Kwik Trip Petroleum**

**Lacek Group -**

**OgilvyOne**

**Ogilvy One Worldwide**

**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 seasoned 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 flier programs.

## **IT ALL BEGINS WITH RESEARCH**

IdeaWorksCompany has an unparalleled research tradition. Please browse the free online library of more than 50 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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