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AWARDS

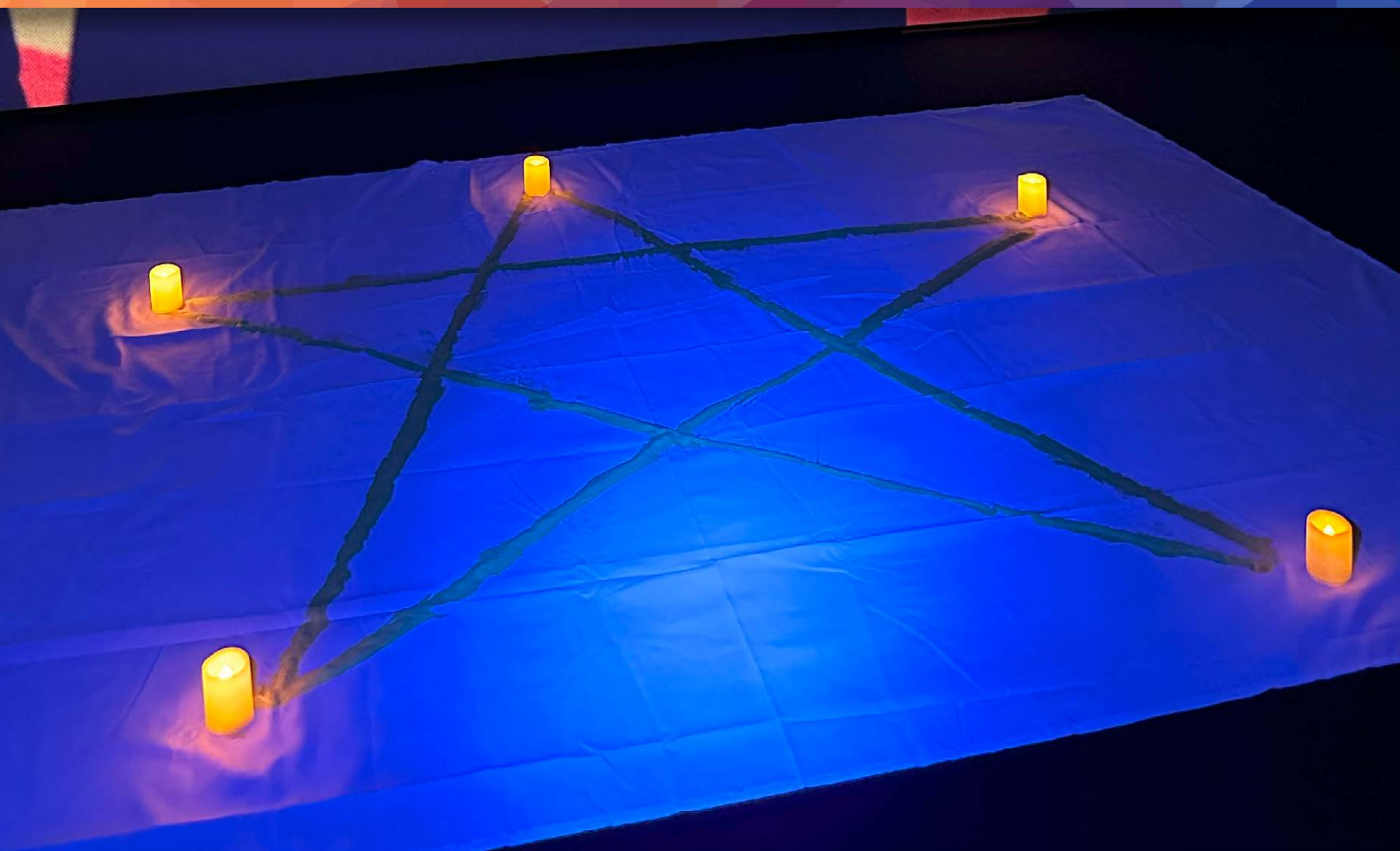


MONIKER

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: EUROPE

PROGRAM NAME PLEXCON FRANCE

CLIENT PLEX





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Bringing this program to life in France was a true testament to what happens when creativity, trust, and collaboration collide. It was an incredible privilege to work with a client who gave us the freedom (carte blanche) to experiment with new ideas and concepts, and trusted us to deliver something truly exceptional for their attendees. When you're empowered to bring your best ideas forward and can rely on a team equally committed to creating excellence, the resulting program is a shared achievement we're genuinely proud of.”

- CASEY COGAN, TRAVEL OPERATION LEAD

The theme of it all: creatively gamifying incentive travel

Moniker leaned into Da Vinci Code “secret society” theming to shape an alternative reality game, as part of a 2026 award-winning Excellence in Incentive Travel program

It's a challenge others might readily shrink away from: create an incentive to re-energize and re-energize 140 remote employees after significant layoffs earlier in the year. Excited to accept this challenge though was Moniker, with their team delivering and designing an October 2024 weeklong offsite incentive in Paris, France.

Moniker's dedication to the program's theme, along with a completely original gamified experience they created as part of this October adventure, are perfect examples of the power of creativity in delivering standout incentive experiences — with the showstopping alternative reality game just one element of what makes this program jump out.

For their alternative reality game, Moniker created a detailed Da Vinci Code-inspired alternate universe, complete with a fictional “evil broadcasting corporation” based off one of their client's real-life competitors. Moniker committed to theming and building this fictitious world into the program from the moment it launched up through their final day onsite.

Team-building challenges kicked off almost immediately, as the client faced a series of Moniker-developed online puzzles. These included a secret French phone number posted surreptitiously on the program announcement landing page; hidden passwords that unlocked a faux Wikipedia page; Da Vinci Code-style ambigrams, reverse audio files for participants to play back, and more.

This drive to decode pre-program details encouraged attendees to collaborate together from the very beginning, Moniker noted: serving as excellent teasers that got participants buzzing.

After the client group arrived in France at their home for the week — an 11th-century Cistercian Abbey that had been newly converted into a five-star hotel property — the adventure continued.

Moniker divided attendees into separate “agencies,” intentionally mixing seniority levels and job functions to ensure the client would achieve their goal of boosting camaraderie & familiarity and encouraging cross-departmental mingling.

Each agency was then pushed deeper into this program-turned-secret-society-gathering. Teams continued their immersive alternate reality journey with custom-crafted labyrinth puzzle boxes, 3D-printed cryptexes, Morse-coded beads, more custom audio and video content to move the narrative along, and other detailed elements Moniker created in-house to bring the theme fully to life.

Moniker brought their alternate reality plot to a thrilling climax on the final day of the program, directing each team to a converted former theater at the Abbey. Here, each agency solved a final series of clues (including a code drawn with UV-reactive sand that required a blacklight to decipher!) to discover a final chant that would put a stop to their fictional rival's activities once and for all. This chant cleverly also highlighted the client's actual core values: another example of how Moniker embraced creative, on-theme opportunities to (literally) speak to their client's very real business goals.

Each incredibly detailed layer of this program was packed with achievements worth celebrating — demonstrating how “*Everything is possible. The impossible just takes longer,*” in the words of Da Vinci Code author Dan Brown himself!

