

Cadbury

Who for: Mondelez

What for: Cadbury Joynormous Surprise

Where: On pack, in store, above the line and experiential

What we did:

Cadbury wanted to drive incremental sales for their chocolate singles range with a stand-out campaign by giving consumers the chance to win a Joynormous surprise created just for them from one of a hundred £10,000 bespoke Joynormous surprises or one of nineteen thousand £500 Joynormous surprises.

Cloud Nine worked closely with the agency from the inception of the activity to ensure the concept and on-going prize winner management would be seamless. Each prize was completely bespoke based on a questionnaire designed to allow us to be creative with the prize content ensuring the winner got the prize of a lifetime, which when revealed by a Cadbury Joy Agent at a surprise location, left the winner gobsmacked, all great content across social media.

The promotion was hugely successful and Cloud Nine managed hundreds of lucky winners, all within a very tight timeframe to ensure the momentum of the activity continued at pace throughout the promotional period.

A wedding in Ireland, a VIP tour to Japan taking in the Grand Prix and singing lessons in LA with a top voice coach, complete with a recording session at a hidden recording studio used by a string of global superstars were just a few of the prizes created for the £10,000 winners ensuring Cloud Nine's creativity, flexibility and attention to detail were fully exploited.



Cloud Nine Incentives Limited

The Station, 7 High Street, Olney, Bucks, MK46 4EB.

T 0845 121 4765

E info@uponcloudnine.co.uk

W www.uponcloudnine.co.uk