

Canon

Who for: Canon

What for: Canon 365 days of Summer

Where: Online and across social media

365
— days of —
SUMMER

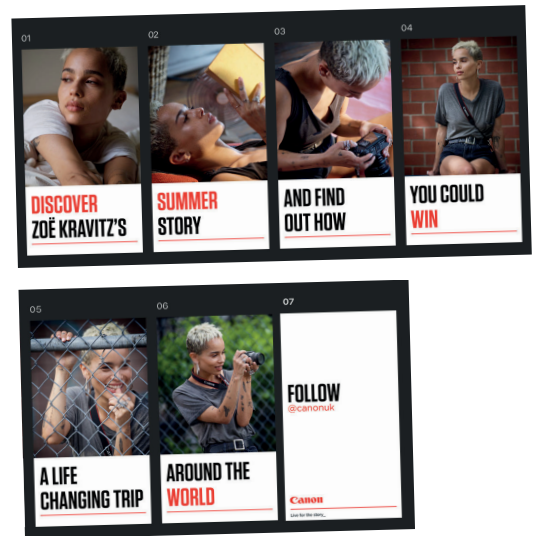
What we did:

Canon were keen to increase their social media presence and loved the idea of a prize “chasing the summer” but were unsure of how to make this happen. So they approached Cloud Nine to develop an amazing year long, round the world travel prize.

Whilst the concept of a gap year isn’t unusual, using this type of travel experience for a consumer incentive is fairly unique. Cloud Nine managed the itinerary from the outset ensuring the winner had the flexibility required to enjoy their 12 months of travel, whilst maintaining the brands objectives throughout.

The travel team left no stone unturned in terms of logistics, safety when planning activities, unique accommodation and transport throughout.

The winner experienced a trip of a lifetime, and Canon had their very own blogger and vlogger championing their brand online.



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