

LAVAZZA

TORINO, ITALIA, 1895

Who for: Lavazza

What for: Sports Sponsorship

Where: Across Social Media

What we did:

During the spring and summer of 2020, Lavazza sponsored some of the UK's most high profile sporting events and teams. "Lockdown" put paid to their original strategy, but with the support of the Cloud Nine team, revised campaign plans were put in place to ensure that Lavazza still maximised their investment.

We supported Lavazza on a multitude of activities which highlighted their association with Ascot, Wimbledon, Arsenal FC and league champions, Liverpool FC.

Campaign management including advice on mechanics, creation of terms and conditions, procurement and prize fulfilment were all part of the end to end service we provided.

This was a particularly challenging and quickly evolving period, where even high profile sporting events didn't escape. Our in house team were reactive throughout to ensure that each activity still ran legally and efficiently, ensuring Lavazza saw a positive return on their investment.



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