

Coca-Cola

Who for: Coca Cola Europe

What for: Coca Cola's Europe 2016 campaign

Where: On pack, Social Media, In store

What we did:

To maximise their sponsorship of Euro 2016, Coca Cola Europe wanted to use their sponsorship assets on pack with support of social media and in store activity. For this huge event there were 500 lucky winners each winning four Euro 2016 match tickets and a pre-paid credit card.

Cloud Nine managed all winners across all relevant platforms. At the point of entry the participant selected their preferred game and we managed ticket allocation in line with the promotional terms.

With an event of such magnitude and stringent guidelines in place from UEFA, the winner management process was complex to ensure each person travelling met strict guidelines prior to card issue and match ticket release.

Additional security was in place at Cloud Nine HQ and specialist insurance procured for the client due to the value of the prize fund. Our experienced in house team ensured that participants enjoyed their winning experience from kick off to the final whistle.



UEFA
EURO2016
FRANCE

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