

Asahi

Who for: Asahi Super Dry
What for: Win a trip to Tokyo
Where: UK retailers

What we did:

We worked with Asahi Super Dry on their on-pack promotion which ran in multiple retailers during Q4 of 2020.

To drive sales in the fast growing premium and world beer categories, Asahi Super Dry offered consumers the chance to win one of three luxury trips to Tokyo for two. Shoppers simply scanned the on-pack QR code which opened a microsite displaying a win or lose code.

The lucky winners will experience the culture of Tokyo and some of its best dining and drinking establishments whilst enjoying the flavours of Japans No1 beer.

To accommodate the relative uncertainty of travel during 2021, we offered increased flexibility for our clients and winners with extended validity dates for the prizes.



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