

COSTA

Who for: Costa Coffee

What for: Costa to Costa

Where: Exclusively for Shell Forecourts

What we did:

To help remove the drudgery of those long-distance commutes, Costa wanted to reward their Shell customers, and of course drive sales and footfall with a rather smart, simple and effective in-forecourt activity.

Focusing on most peoples need for a coffee and a break on long distance journeys, Cloud Nine created a number of breaks that would transport customers from 'Costa to Costa' – not only in the day dreaming stakes whilst driving, but also in reality if you were one of the dozens of lucky winners.



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