

HEINEKEN

Who for: Heineken

What for: Heineken 'live like a local'

Where: In-store, on social media

What we did:

When Heineken wanted to drive sales, whilst highlighting their roots in Amsterdam, they came to Cloud Nine to create some travel prizes that fitted their challenging brief.

'Win a trip to our world' was an over arching promotional campaign that allowed us to create some completely unique and immersive travel prizes.

Prize packages transported the lucky winners to Heineken's home city where they 'lived like a local'. In this instance "the locals" enjoyed bespoke experienced tailored to Heineken's demographic.



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