



Who for: Mastercard

What for: Mastercard and ASOS

Where: Online

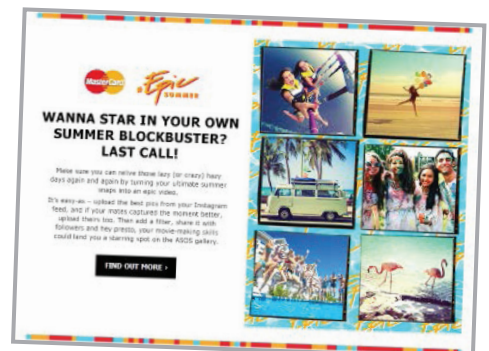
What we did:

To promote their partnership and to drive spend, MasterCard and leading online fashion retailer ASOS needed some unique prize assets that would not only be aspirational, but that would also make their proposition stand out from the crowd.

To influence their savvy audience, Cloud Nine created a VIP travel package that tied in with the overall Epic Summer message and appealed to the demographic.

The prize for four included flights to Miami, transfers to a fabulous ultra-chic five star hotel on Miami Beach by Hummer. The winners enjoyed the ultimate cocktail party experience, including a jet ski safari out to a private sand bar, a private cocktail session with a celebrity mixologist and the chance to make their own signature cocktail.

To guarantee they had the most epic of summers, winners had a personal concierge service 24/7, giving them access to the hottest venues in Miami, for some further cocktail magic.



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