



**Who for:** Walkers  
**What for:** Celebrating 70 years  
**Where:** In store

**What we did:**

**When Walkers celebrate a big birthday, they celebrate in style.**

To help shoppers take part in the 70th birthday celebrations of the UK's favourite crisp brand, Cloud Nine were tasked with creating a number of celebratory incentives that 70 lucky winners could enjoy.

Each one of the 70-prize packages' was bespoke, and the winner got to select their preferred theme from various fantastic options including private chefs, themed parties and weekend breaks away.



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