

# THE WOODSMAN

**Who for:** The Woodsman Whisky (Whyte and Mackay)

**What for:** To promote the brand as a perfect companion for the ultimate summer BBQ

**Where:** On-pack

**What we did:**

Cloud Nine assisted in creating the perfect combination for a summer prize, with the Woodsman and world leading BBQ brand, Weber for a summer giveaway promotion; this ran on pack in all major retailers across the UK.

This text to win competition saw 5 lucky winners win the Weber Master-Touch BBQ – the perfect summer accessory.

Cloud Nine were able to create a brand alliance between the two which then expanded into further promotions across different media platforms, including a sponsored 'drive-time' on Radio X with Jonny Vaughan. The result was increased brand awareness and a higher sales turnover as well as many happy winners.



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