



Who for: Asics

What for: In collaboration with ASICS, we supported seven global winners from EMEA, Oceania, and the USA by arranging their travel, accommodation, and tickets to the World Athletics Championships in Tokyo

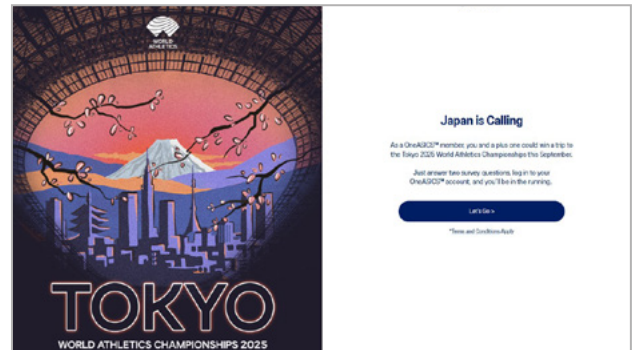
What we did:

In close partnership with three global ASICS markets, we delivered a seamless end-to-end experience for their winners – from personalised communications and ticket management to flights, hotels, and bespoke welcome gifts.

By managing every aspect of international and local logistics, we ensured winners could fully enjoy the World Athletics Championships and exclusive ASICS pop-up events, including once-in-a-lifetime opportunities like running alongside ASICS athletes.

As a global travel incentives agency, we added further value by enabling guests to extend their trips with curated cultural tours and experiences through Cloud Nine.

For many, it was their first visit to Japan – an unforgettable journey that not only elevated their connection with ASICS but also showcased the power of well-executed travel incentive programs to inspire and delight on a global stage.



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