



Your Pet, Our Passion.®

Who for: Bakers

What for: Purina Bakers launched an on-pack promotion in the UK and Ireland, inviting pet-owning families to celebrate their bond with their dogs. The campaign offered a chance to win flexible family beach breaks—dogs included—based on insights showing shared experiences are most valued. This case study explores how the promotion deepened brand connection with pet lovers

What we did:

We were delighted to work hand in hand with Baker’s brilliant marketing agency to bring this heart-warming campaign to life.

Purina Bakers set out to forge an even stronger bond with pet owners across the UK and Ireland, launching a promotion that truly celebrated the unique relationship between families and their beloved dogs. Drawing on in-depth consumer insights, our aim was to craft an engaging and highly relevant campaign that resonated with families everywhere.

The result? An irresistible opportunity for consumers to win bespoke beach break holidays, designed with the entire family in mind – four-legged friends included. Our research revealed that experiences shared with pets were top of the wish list, so we made sure the prizes reflected what matters most to our audience.

A total of 21 lucky families were awarded flexible beach breaks, with winners free to choose any location along the beautiful coastlines of the UK and Ireland. This flexibility meant each family could tailor their perfect summer escape, with every detail considered to ensure both people and pooches had a trip to remember.

Thanks to our close collaboration with Baker’s exceptional marketing team, the campaign captured the spirit of adventure and togetherness that defines British and Irish summers. By offering desirable, flexible prizes and putting pets at the heart of the experience, Purina Bakers reinforced its reputation as a brand that truly understands – and celebrates – life with dogs.



Cloud Nine Incentives Limited
Market House, Silver End, Olney, Bucks, MK46 4AL.

T +44(0) 1234 339209
E info@uponcloudnine.co.uk
W www.uponcloudnine.co.uk

