

Bonne Maman®

Who for: Bonne Maman Chilled Desserts

What for: Discover how we teamed up Bonne Maman and Le Creuset to create an irresistible chilled desserts promotion. This case study showcases how their partnership brought together two beloved brands, delivering a dream prize and delighting consumers with an unforgettable campaign

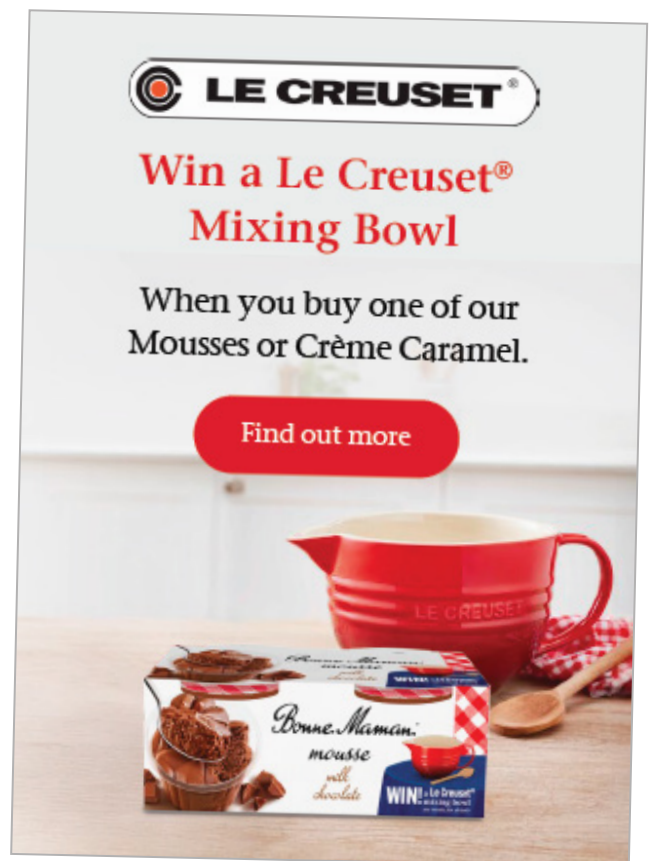
What we did:

The brief was to identify a partner brand that could deliver an engaging and aspirational prize for a chilled desserts promotion.

When tasked with creating an engaging chilled desserts promotion, we sought a partner that matched Bonne Maman's premium reputation.

Le Creuset was the perfect fit—its household name and commitment to quality made it an aspirational choice. Together, we launched a campaign featuring 5,000 exclusive Le Creuset mixing bowl jugs in Bonne Maman's signature red, instantly captivating consumers.

The prize's desirability fuelled excitement, and the partnership showcased the natural synergy between two prestigious brands. Fast, efficient prize fulfilment kept momentum high and generated enthusiastic word-of-mouth. The result: outstanding engagement, glowing feedback, and a standout success in the chilled desserts category.



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