



**Who for:** Poretti 2024

**What for:** Poretti launched a premium on-pack promotion inviting consumers to win luxury trips to Lake Como, featuring curated experiences that reflected Italian sophistication. This campaign boosted engagement and reinforced Poretti's status as a symbol of style and authenticity.

**What we did:**

When Poretti set out to elevate its brand and connect with consumers in a truly authentic way, we teamed up with their exceptional marketing agency to deliver a standout promotion. Together, we crafted a premium consumer experience designed to spark excitement at the point of purchase and firmly establish Poretti as the embodiment of Italian style, taste, and authenticity.

Our journey began with a captivating on-pack campaign, inviting consumers to enter for the chance to win an unforgettable luxury escape to Lake Como. Every detail of the prize was thoughtfully curated to echo Poretti's unique identity - winners could choose between a glamorous villa perched right on the lake's edge or an indulgent stay at an upscale hotel, each promising an immersion in Italian elegance.

To truly soak up the Poretti lifestyle, winners enjoyed a host of exclusive experiences, from exhilarating private helicopter rides to tailor-made lake adventures and multi-sensory dining events. These luxurious touches perfectly encapsulated the brand's commitment to sophistication and memorable moments.

With the creative vision and expertise of their marketing agency, the campaign resonated with consumers across markets, strengthening loyalty and forging unforgettable brand interactions. By linking Poretti to the allure of Lake Como, we reinforced its premium appeal and gave shoppers a compelling, aspirational reason to choose Poretti every time.



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