



**Who for:** Black Bottle Whisky (Gordon and Graham and Co)  
**What for:** To drive sales and reward loyal Black Bottle customers  
**Where:** On-pack and Social Media

**What we did:**

Black Bottle wished to drive sales and reward their loyal customers with a chance to win a Black Bottle Smoky Cocktail Kit in an on-pack, text to win competition.

The promotion ran nationwide in all major supermarkets. Cloud Nine created a fully branded luxury cocktail kit that included an exclusive recipe to create two perfect cocktails.

The contents of the box included everything the recipient needed to make these two delicious cocktails at home, along with signature branded glasses, matches and jiggers to keep.

The feedback from the winners was fantastic with many commenting on how smart the prize was and how great the home-made cocktails had turned out. The promotion was supported by various social media influencers who also received a Black Bottle Smoky Cocktail Kit to showcase on their platforms. The promotion resulted in increased sales and heightened social media awareness for the brand.



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