



Who for: Jack Daniel's

What for: On pack, in store shopper activity

What we did:

Cloud Nine created a bespoke house party solution fully personalised to the winner taste. From location, to theming and even music, the choice was theirs!

Following pandemic lockdowns, Jack Daniel's wanted to create a people-centric prize that would provide the perfect setting for 'Epic' moment and memories.

The prize was something truly bespoke for the winner and 24 of their friends, allowing them to make up for 'lost time' within an immersive Jack Daniel's experience. Running on bottle-neck collars in Tesco and One Stop stores nationwide, with QR code entry, in addition to the headline prize there were also over 3,000 beverage-related runner-up prizes up for grabs too.

For the lucky chosen winner, we crafted a black-tie evening at a country mansion complete with casino entertainment, live music and custom food menus, plus a Jack Daniel's cocktail or two of course!

The feedback from the winner and their guests cemented what a once-in-lifetime prize this truly was, especially given the post-Covid period fulfilment fell into. The campaign attracted over 31,000 entries and a significant sales uplift versus prior year.



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