

MONOPOLY

Who for: Monopoly

What for: On pack, in store customer incentive

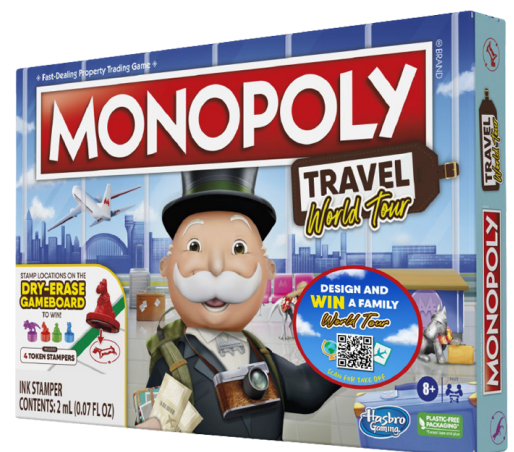
What we did:

Monopoly wanted to create escapism and excitement for one lucky winner by gifting them their ultimate holiday – a £25,000 “Grand Tour” where they had the freedom to choose between sun-soaked beaches, bustling cities or thrilling ski slopes, curating their perfect bespoke travel experience.

In the run up to Christmas 2022, Hasbro launched a new ‘Travel World Tour’ edition to their Monopoly franchise. Tailored to travel, with a twist on the classic game where players could discover exciting destinations, collected travel stamps and hit their itinerary. A perfect fit for Cloud Nine to fulfil!

The game was available across multiple retailers with a 6-month promotion period for the prize. The pack featured a QR entry mechanic where via a microsite consumers created their dream world tour prize. This was broken down as 1x UK, 1x European and 1x worldwide trip for entry.

The lucky winner had complete flexibility on how to spend their £25k and where they could travel to. We truly put this winner on ‘Cloud Nine’, they were completely over the moon with this prize, and we went on to create once-in-a-lifetime experiences for their family, from the Giants Causeway in Ireland to Disneyland in Tokyo!



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