

verizon✓

Who for: Verizon

What for: Internal incentive for Verizon customers

Where: Internal Communications

What we did:

During lockdown Verizon wanted to reward their customers with a virtual cookery lesson with a celebrity chef. After liaising with various management companies Cloud Nine proposed a range of chefs to the client that were available for the event.

The client chose Lesley Waters, a household British name. Cloud Nine then got to work putting all elements of the prize together, from sourcing and arranging branded boxes, menus and recipe cards to sourcing all ingredients to be delivered to the participants as well as enlisting a film crew to film, direct and stream the event live. The film crew were even able to arrange a live Q&A from the watching audience.

We liaised with Lesley's management team to put together an exciting three course menu that would also accommodate alternatives for vegetarian and vegan participants. The event was fully Verizon branded with a show reel on the live stream as well as Lesley and the host wearing Verizon branded items.

We had wonderful feedback from all involved, and we followed up the event by providing all participants with a signed Lesley Waters cookbook.



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