



Who for: PepsiCo
What for: Naked Smoothies
Where: In-store, on social media

What we did:

Naked wanted to offer a prize that could add some mileage to their latest campaign with a well known retailer, and that got us thinking.

After providing a number of options, it was decided that the perfect prize was a FIAT 500. Aspirational, iconic and perfect for Naked's audience. Cloud Nine negotiated with the manufacturer and their marketing team to create a viable promotion for the client.

Cloud Nine provided all promotional management throughout the campaign and arranged the seamless VIP handover to one very lucky winner.



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