



**Who for:** Paramount Pictures  
**What for:** Mission: Impossible - Fallout  
**Where:** Cineworld Cinemas

**What we did:**

To celebrate the release of the much anticipated Mission Impossible: Fallout starring Tom Cruise and Henry Cavill, Cineworld Cinemas wanted to create a prize that would capture movie fans and drive online ticket sales for the upcoming blockbuster.

We created a no expense spared luxury trip to Norway (where the action on set takes place), including hiking, mountain climbing and a helicopter flight over Pulpit Rock.

We also included a guided tour of Pulpit Rock with a local movie fan who took the winners to all the filming locations. We threw in added little extras like goody bags, a pre-flight airport lounge and spending money to really make it a prize of a lifetime.



Cloud Nine Incentives Limited  
 The Station, 7 High Street, Olney, Bucks, MK46 4EB.

T 0845 121 4765  
 E [info@uponcloudnine.co.uk](mailto:info@uponcloudnine.co.uk)  
 W [www.uponcloudnine.co.uk](http://www.uponcloudnine.co.uk)

