



# TERREX

Who for: Adidas TERREX

What for: Online, social activity



## What we did:

**Adidas TERREX wanted to award and immerse their consumers in the brand with two unforgettable wilderness hiking retreats. Cloud Nine created a full end-to-end brand immersion, that saw winners from multiple markets unite through a passion for the outdoors.**

The campaign engaged consumers across four different European Markets by leveraging virtual Adidas TERREX Intersport hikes via the Komoot route planning app, which generated over 1.9 million impressions in the process. Cloud Nine were tasked with finding suitable locations for hiking programmes in November, as the prize needed to be fulfilled in late Q4.

The Peloponnese region of Greece was selected for the Greek and Balkans markets, and Tirol, Austria for the German and Austria markets. Within these regions, we sourced contemporary accommodation that was aligned to the brand and created programmes to 'unite' winners, including communal spaces that could be branded and encourage group engagement.

Cloud Nine managed all winner logistics across both experiences, from initial communication, itinerary development, travel logistics including indirect flights and multiple arrival times.

We also worked with local ground agents and hiking experts to develop programmes that provided scenic and challenging hikes; which would in turn showcased the Adidas TERREX apparel to the best of its ability whilst providing the backdrops for a range of marketing images of real people, reaching their 'summits'.

The feedback was 100% positive from both retreats, plus the content produced was exactly what the client needed for brand messaging of real people, 'United by Summits'.

An unexpected outcome of the experiences was also the friendships forged with the winners meeting up for multiple hikes since the retreats.

## Cloud Nine Incentives Limited

The Station, 7 High Street, Olney, Bucks, MK46 4EB.

T +44(0) 1234 339209

E [info@uponcloudnine.co.uk](mailto:info@uponcloudnine.co.uk)

W [www.uponcloudnine.co.uk](http://www.uponcloudnine.co.uk)

