



Who for: Chicago Town Pizza

What for: On pack, in store shopper activity

What we did:

Chicago Town wanted to bring together influencers and winners for bespoke immersive experiences at 'The Chicago Townhouse'.

Our first task was sourcing the perfect venue in the 'Windy City' that could cater for multiple stay types, plus provide a blank backdrop for Chicago Townhouse branding and merchandise.

On finding the perfect 'Townhouse' in the city centre, we worked with the owners to tailor each prize experience, from social media influencers to family stays and even a couple of radio DJs!

All winners enjoyed personalised themed experiences that immersed them in the brand, all within the birthplace of Chicago Town pizza. In addition to an awesome Townhouse stay, all winners enjoyed a weekend program of pizza-themed activities bringing to life the best the city of Chicago has to offer.



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