



Who for: Coors

What for: On pack, in store shopper activity

What we did:

As the official beer partner for Snowbombing, Cloud Nine were appointed for the third year running to deliver a series of VIP experiences to the iconic snow-based festival.

Coors partnership with Snowbombing is central to their UK Market prize pool, with their refreshingly crisp beer providing the perfect companion to the exhilarating atmosphere of this unique festival experience.

The QR code entry mechanic was featured on pack, across multiple retailers over a 3-month period, there were 10 headline prizes up for grabs, each offering the lucky winner a VIP Snowbombing experience like no other!

From initial flight sourcing, we then worked with Coors brand team and Snowbombing organisers to ensure that winners had everything they needed for a VIP Experience. From airport transfers, 4* hotel stay, VIP Festival wristbands for fast-track entry to access to the VIP areas/bars, Ski/Board equipment plus lift passes. In addition to the prize winners, Cloud Nine also supported the influencer programme coordinating travel logistics and program management.

A memorable alpine adventure for all, sensational music, unforgettable moments all set against the breathtaking backdrop of Mayrhofen’s snow-covered peaks, with of course, plenty of ice-cold Coors!



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