



Who for: SC Johnson Ltd

What for: Glade

Where: In-store across multiple retailers in the UK and various European markets.

What we did:

As the nights drew in and atmospheric candles were lit, it was the perfect time for Glade to embark on an amazing on pack promotion to win a trip to Lapland.

Consumers were incentivised to purchase a promotional pack in-store and were directed to a promotional site to be entered into the prize draw. We provided ten fabulous, tailored packages for a winner and 3 friends to Lapland. To accommodate for potential differences in winners, we prepared two itineraries depending on whether the winner had a family or whether they were to be travelling with friends.

We looked after 5 lucky winners from the UK and arranged each of their trips and we also looked after a winner from each European market. All the European winners benefitted from our translation services and with our experience of pan-European activity, we ensured a smooth process throughout.



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