



The  
**HAPPY**  
Prize Company

# Extraordinary Experiences

Helping connect brand to customer

Certified



This company meets the  
highest standards of social  
and environmental impact

Corporation



**We'll save you**

**1. TIME**

**2. ENERGY**

**3. MONEY**

**We'll either create ideas from scratch, or we'll turn yours into reality.**

**Our purpose is to create exceptionally powerful experiences that help fulfill your campaign objectives.**

**Whether you have £100 or £100,000, we use our expertise and experience to make your life easier. Leveraging our relationships formed over 20 years, the benefit of using us is simple.**



"The Happy Prize Company has completely revolutionised the promotions we do here for P&G - they find the most exciting, original and unusual prizes that we just can't get enough of. Whatever we ask them to do, they meet the challenge and take the stress out of the problem for us - we wouldn't use anybody else."

*Communis is for P&G*



## ASDA Lenor

"I want to thank the promoters and also pass on our gratitude for your own very special efforts Happy Prize Co in making this such a brilliant getaway. You always answered our queries with amazing punctuality and with such friendliness. We really appreciated the confidence we had in our dealings with you! We had a brilliant time in Venice.

Dawn & Family

A photograph of a box of Sweethearts candies and several loose candies scattered on a light-colored wooden surface. The box is pink and white, with the brand name 'Sweethearts' and 'CANDIES' visible. The candies are heart-shaped and come in various colors like pink, orange, green, and white. The text 'WE LIVE IN AN IDEAS & EXPERIENCE ECONOMY' is overlaid in white, bold, serif font on a semi-transparent white rectangular background.

**WE LIVE IN AN  
IDEAS &  
EXPERIENCE  
ECONOMY**

# travel examples

**BUENOS AIRES  
-CITY ESCAPE-**

**Naked.**

**ENTER**

**CHOOSE YOUR ESCAPE**

**Ts & Cs**

**COSTA RICA  
-OCEAN ESCAPE-**

# WIN A PERSONALISED — ESCAPE —

**CANADA  
-FOREST ESCAPE-**

**POWER. FULL. SMOOTHIE.\***

**MIAMI  
-BEACH ESCAPE-**

**Initials Tesco Naked Personalised Escape Free Prize Draw  
Canada's lakes and forests, unwinding on Miami's beaches, exploring the  
vibrant streets of Buenos Aires or hitting the waves on a surfing trip in Costa  
Rica.**

## Touch point examples: awareness / transition

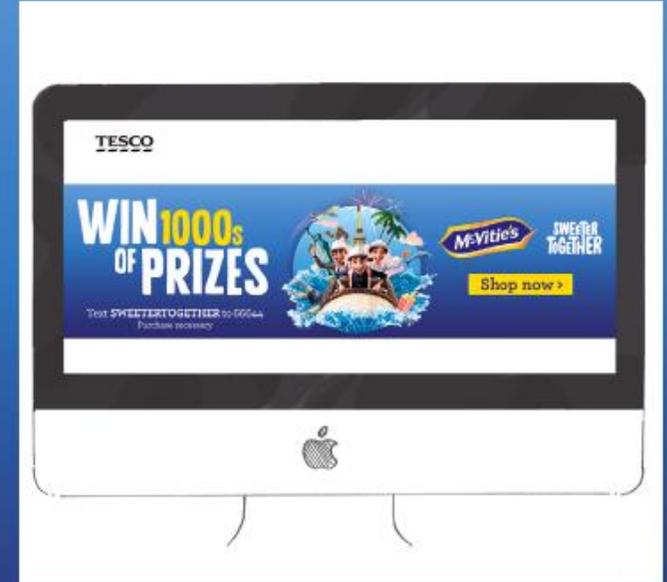
Out of store and online.



Retailer magazine ad



Trade ad



Homepage banner

## Pladis McVitie's Sweeter Together

**Prizes included 5 x £10K Dream Family holidays, 10 x round-the-world £10K holidays, 20 x Weekend Breaks, 500 x Family Days Out vouchers & 1,500 x pairs of cinema tickets**



**Pladis Merry Biscuits Grotto Christmas Campaign**  
**Win a luxury trip to Lapland plus 1000 nationwide family adventure days**

# WIN INTENSE EXPERIENCES

## OF MIND-BLOWING, IN-YOUR-FACE EXHILARATION



**Original Source on-pack '#Packmorein'  
in UK, Germany, Australia & Indonesia  
Shark Diving South Africa, Bungee Jumping in Austria,  
Extreme Watersliding in Spain**

## WIN TICKETS TO EL CLASSICO

We like to keep our promises at PANDORA.

So in the spirit of fair play, a paid-for trip to Real Madrid vs. Barcelona in Madrid is still up for grabs, for you and your best mate.

To enter our prize draw for the lad's weekend of a lifetime, simply hand this insert in to your local PANDORA store as you purchase, or insert the code 'HJRO' online.

After all, picking the perfect present deserves a reward.

See reverse for terms and conditions.

Name:

D.O.B:

Email:

Tick this box to accept the terms and conditions.



**Pandora walk-in upsell  
'Win Tickets to El Clasico'  
VIP tickets & travel to the  
Greatest Football Match In The World**





**ARTWORK VERSION** 01  
Client: PepsiCo  
Job No.: WALUK0575  
Project: Doritos A vs B  
Item: Scratchcard Front

Finished size: 105mm (w) x 74mm (h)  
Cutter: N/A  
Bleed: 3mm  
Print process: 4 colour litho

Colours/Plates:



Cyan Magenta Yellow Black

N/A N/A N/A N/A

Created by: C Terry  
Created on: 01/07/2016  
Modified by: C Terry  
Modified on: 07/07/2016

Artwork scale: 100%

Notes:  
None.

**SIGN OFF**

**THE WORLD OF  
INITIALS**

7 Swallow Place, London W1B 2AG  
t: 020 7747 7400 f: 020 7747 7401  
www.worldofinitials.co.uk



# ELIMINATE ONE FLAVOUR

FOR THE CHANCE  
TO WIN A TRIP TO

**MEXICO** OR **NEW YORK**

SCRATCH ONE BAG TO  
SEE IF YOU'RE A WINNER!\*

\*Terms and Conditions apply.  
See reverse for details.

**Doritos scratch card 'Eliminate One Flavour'  
Flavour themed breaks & experiences  
in Mexico & New York**



**McVitie's & BGT  
Money-can't-buy trip to LA**

Naked.

# The Prize



## CAPTURE LIFE'S GOOD STUFF

You could win a £300 Polaroid Originals camera package for you and a friend plus a photography trip to Berlin to try them out.

Camera package goodies:



**Naked trips to Berlin including street photography workshops**

An aerial night view of the New York City skyline. The Empire State Building is the central focus, illuminated with warm lights. The city is densely packed with buildings, many of which have their windows lit up. The sky is a deep blue with some clouds. In the top right corner, there is a small white signature that reads 'AB'.

NYC

IN ULTIMATE 4K

**Bulova**  
**VIP Group Sales Incentive Trip to NYC**

**non-travel**

**prize campaigns**

**out on shelf**

**& in the media**



## **McVitie's & BGT**

**Finding, booking and organising multiple winners over several dates in a London hotel**



# Hey, Big Saver!

Everyone likes to win, and we've got 100s of prizes. To enter our monthly prize draw, put at least £1,000 in an eligible Post Office savings account between 17 Sep and 31 Mar 2019 and opt in to the draw T&Cs.

Post Office Money® ISAs are provided by OneFamily. Savings in Post Office Money cash ISAs are deposited with Bank of Ireland UK. All other Post Office Money savings accounts are provided by Bank of Ireland UK.

## **Post Office Savings Free Prize Draw**

**£10,000 holidays, £2500 holidays, National Garden Vouchers, National Trust Memberships, Hotel Stays**



**supersavvyme**

Sponsored

Like Page

Fancy a day at LEGOLAND Windsor? Review any of your favourite products and you could win a family pass.



### Save Our Summers

Lots of savings, tips and great prizes.

DOWNLOAD TO WIN

Learn More

11K

9.4K Comments 5K Shares

Like Comment Share

**supersavvyme**  
**LEGOLAND family passes with brand association**



# WIN *Virgin* 1 of 100 EXPERIENCE DAYS VOUCHERS

Text experience to 81222  
for your chance to win\*



Theatre tickets



Stadium tours



City tours



Gillette  
**Venus**

**Gillette**

\*T&C's apply. Competition ends 25.09.17. 18+ For full T&C's visit [www.facebook.com/GilletteUK/notes](http://www.facebook.com/GilletteUK/notes)

**Gillette Venus**  
**Win 1 of 100 Virgin Experience Days**

**WIN A £100 M&S VOUCHER**



Review selected Viakal products for the chance to win.

T&Cs apply.

[Review now >](#)



A P&G PICTURE STARRING: VIAKAL

**REVIEW TO WIN**

★★★★★ "Amazing!"      ★★★★★ "Highly recommended."

T&C's apply.



**WRITE A REVIEW FOR YOUR CHANCE TO WIN >**

**WIN A WOW PARCEL**

Packed with head & shoulders goodies + Topshop vouchers worth **£200**



**Enter now >**

18 and over. Closing date: XX/XX/2016. T&Cs apply.

**Review to WIN**



A P&G PICTURE STARRING: ALWAYS DISCREET

**REVIEW TO WIN**

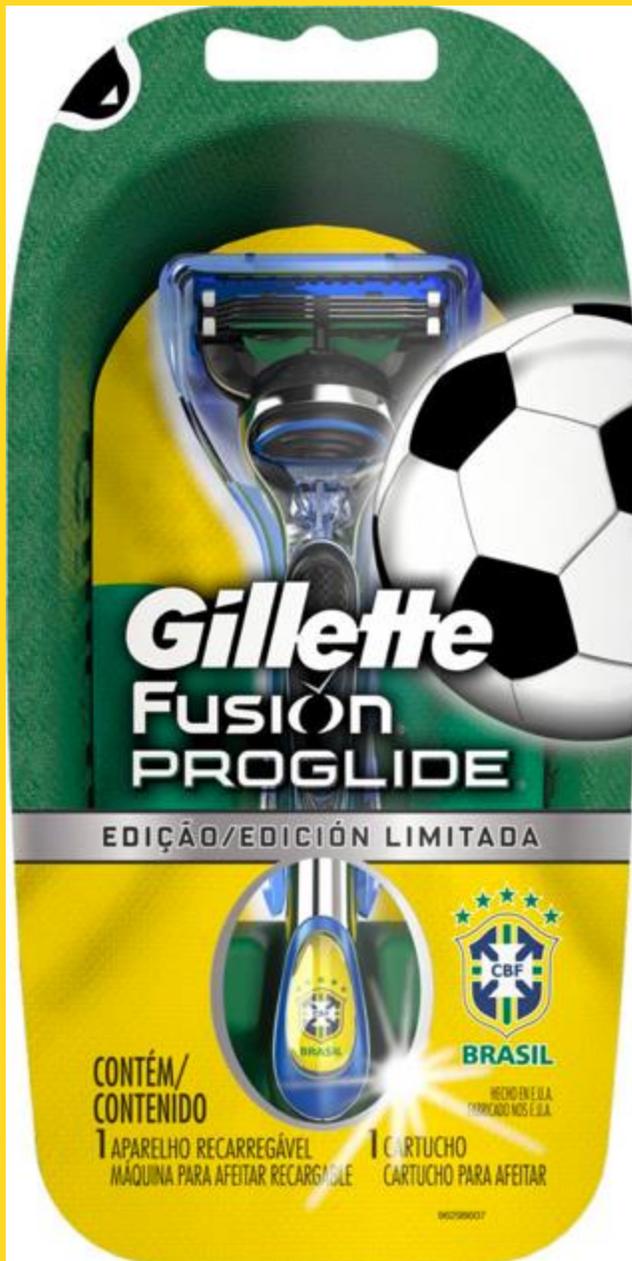
★★★★★ "Oh so good!"      ★★★★★ "Amazing!"



**WRITE A REVIEW FOR YOUR CHANCE TO WIN A SPECIAL ALWAYS DISCREET GOODY BAG >**

T&C's apply.

**P&G various media campaigns featuring Topshop vouchers, goody bags, M&S gift cards**



**P&G Gillette World Cup 2018  
Prize bundle including:**

**5 x Sony 4K Ultra HD Smart 65 Inch TV  
5x SONY Wireless Cinematic Sound Bar  
5 x Sony Playstation 500GB + Fifa18  
5 x PSVR V2**

**5 x Amazon Echo 2nd Gen  
5 x NOW TV Box with 1 Month Sky Cinema**



## TERMS AND CONDITIONS

This promotion shall be governed by both the General Terms found at <https://www.walkers.co.uk/promo-terms-condition> and the following Specific Terms:

*Please be sure to read both these 'short' terms and conditions AND the 'long' terms and conditions found on our website (as above).*

1. This Promotion is open to residents of the United Kingdom (excluding NI and CI) over the age of 18 years.
  2. Purchase necessary and internet access required. To enter, purchase a promotional product, (Naked Green Machine 750ml, Blue Machine 750ml, Red Machine 750ml, Berry Veggie 750ml or Protein Tropical Punch 750ml bottle), then go to [www.nakedjuices.co.uk/bikeprizedraw](http://www.nakedjuices.co.uk/bikeprizedraw) and enter the unique code found on the neck collar attached to the bottle and your full name, email address and date of birth to be entered into the Prize Draw.
  3. The opening date for receipt of entries is at 00:01 GMT on 18th January 2017 and the closing date for receipt of entries is at 23:59 GMT on 31st March 2017. Only one entry per person, per day, for the duration of the promotion.
  4. The promoter will conduct a random draw from all valid entries received to determine the winners on 3rd April 2017.
  5. The prize is a custom made bike and workshop experience from Brick Lane Bike's workshop for each winner. The total number of prizes is five (5). Five (5) winners will receive a £1,000 workshop experience with Brick Lane Bikes, which will include:
    - Choice of a variety of fixtures and fittings to equip bike
    - 1 hour workshop experience to choose features of bike
    - Delivery of bike to residential address
    - £300 Travel allowance (£150 allowance per person) is included for winner and one friend to Brick Lane Bikes (118 Bethnal Green Rd, London E2 6DG, United Kingdom). This amount will be transferred to the winner for them to book their travel.
  6. Winners will be notified by 23:59 on 13th April 2017 and prizes must be claimed within 3 working days by email.
  7. The Prize (Custom-made bike) will be delivered to the winners address by TNT courier within 45 days of their workshop experience. This is subject to all parts being in stock at the time of the workshop.
  8. The address for requesting a list of winners is Naked Juices, Brick Lane Bikes Competition, 450 South Oak Way, Green Park, Reading, RG2 6UW.
- The Promoter is Walkers Snacks Limited, 450 South Oak Way, Green Park, Reading RG2 6UW. Please do not send entries to this address.

ENTER CODE

## Naked Juices on-pack 'Free Rides for Free Spirits' campaign Bespoke, custom-made bike & workshop experience from Brick Lane Bikes for 5 winners

enter your code below

**WIN**  
A PERSONALISED  
**WEEKEND ESCAPE**

**RECONNECT WITH NATURE OR UNWIND IN A LUXURY SPA...  
WE'RE OFFERING FIVE LUCKY WINNERS THE CHANCE TO CHOOSE  
FROM FOUR UK WEEKEND ESCAPES, PERSONALISED BY YOU.  
SO WHETHER YOU'RE AN ADVENTURE SEEKER OR A YOGA BUNNY,  
YOU CAN GET YOUR ZEN ON WITH NAKED!**

**Naked Juice**  
**Win One of 4 Personalised Weekend Wellbeing Escapes**

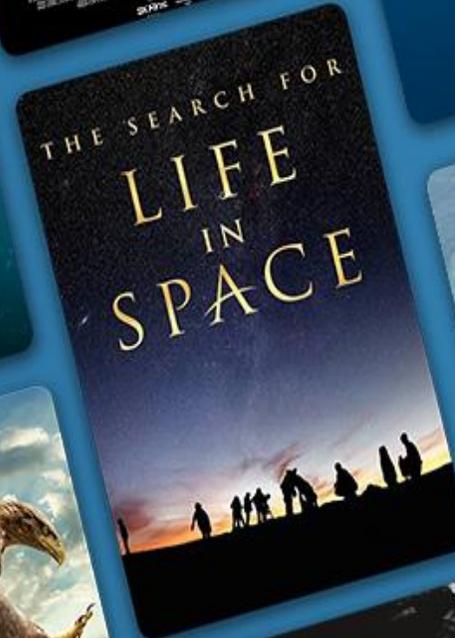
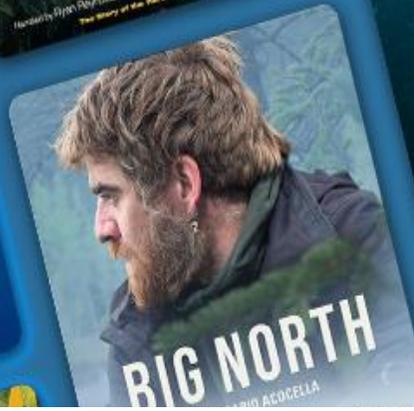
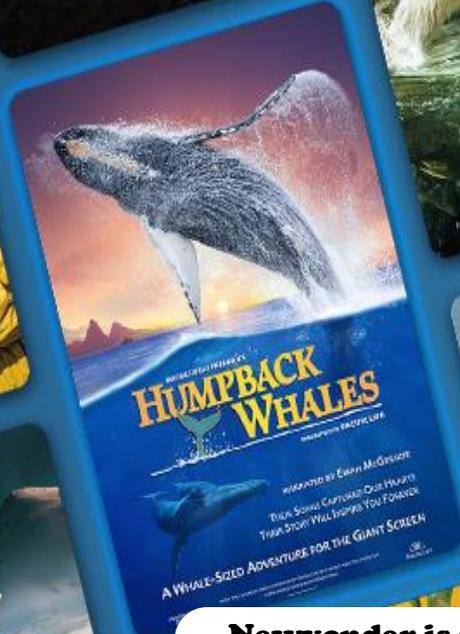
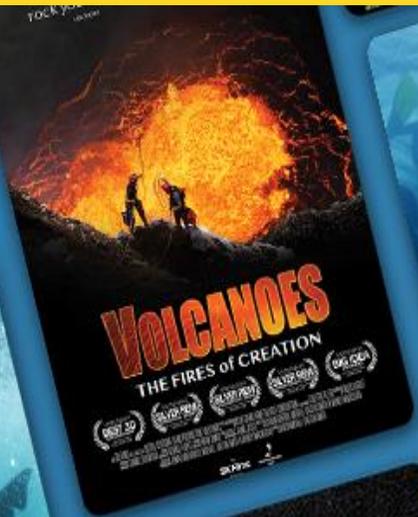


*Rewrite the Rules*  
**always**

*always*

**P&G Always 'Meet Laura Trott'**  
**Meet & Greet at the Charlotte Street Hotel, London**

NEWY  NDER®



**Newyonder is a global streaming service and Certified B Corp® that takes you a journey travelling to every corner of the globe, from your sofa. With 5% subscription sales going towards regenerative impact projects. A world of stories await.**

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**android**   **androidtv**

 chromecast   

\*See Help Hub for device compatibility  
Subscription Required. T&C's Apply.



WoolfWomen®  
A Story of Friendship, Adventure and Courage.  
Now on NEW!



**HUDSON RIVER WILD**

Read more

Continue Watching

**THE PECULIAR CRIME OF...**



Certified



®

Corporation

Certified B Corporations meet the highest standards of verified social and environmental performance, transparency, and accountability.

We are people using business as a force for good.

**We're a certified B-Corp, which means we meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. A B Corp is part of a community that drives a global movement of people using business as a force for good.**

**We also like  
creating  
life-affirming  
experiences**

### **Emotional Wellbeing**

Year of life coaching  
Year of Nutrition coaching  
Year of Massages  
Year of online wellbeing workshops  
Access to the Wake Up! app

### **Life-changing trips**

A Wild Adventure in Alaska  
Atacama Desert Lodge & Spa  
Galapagos Safari Camp  
Stay With A Nomadic Tribe  
Himalayan silence re-set retreat

### **Fun**

Bespoke hand-made bikes  
A comedy night out for 4  
VIP festival passes  
A wood-fired hot tub  
Weekend at Europe's biggest waterpark

### **Outdoors**

A weekend in forest cabin  
Foraging workshops  
Outdoor survival weekend  
Wild swimming lessons  
A tent & all the camping gear

### **Home & the heart**

A year of house cleaning  
A year of mortgage repayments  
A year of flower deliveries  
A year of organic food  
A Feng Shui home consultation

### **Learn**

Learn to surf in Cornwall  
Tennis lessons with top coach  
Learn to code lessons  
Learn to meditate sessions  
Learn-to-make classes (pottery/woodwork/art)

### **Shopping & Sport**

VIP tickets to El Classico  
VIP tickets to Wimbledon  
Pit Lane Passes to British GP  
Milan and London Personal Shopper & £2000  
VIP Goodwood Revival

### **Experiences**

Training for a Ted Talk  
Weekend at the Do Lectures  
A day at Mark Hix's home in Dorset learning to cook  
Leica: 1-1 street photography  
Experience life underwater

# How it works & what we include

We're a  
certified B Corp

For peace of mind, we are  
covered with £5m public  
liability insurance.

Travel winners are ABTA/ATOL  
protected & will receive hand-held  
service and a 24hr contact for when they  
are away.

We'll contact winners within 24 hours of receiving their  
details to congratulate them and confirm their prize.  
We'll keep your team informed of the booking  
progress and ensure that winners have the full brand  
experience from start to finish.

This is a critical stage, and we always provide a truly dedicated prize  
winner/rewards/incentives manager to oversee each recipients'  
experience. We do this on behalf of the brand and focus on bringing the  
whole experience alive. We believe this is a key part of ensuring that the  
winners have a great brand experience throughout.

All prizes, rewards & incentives include our dedicated management service  
including logistics for bulk fulfilment. We're expert at this, with 18 years direct  
experience, which means you can leave winners in our very capable hands, and  
you won't have to worry about a thing.

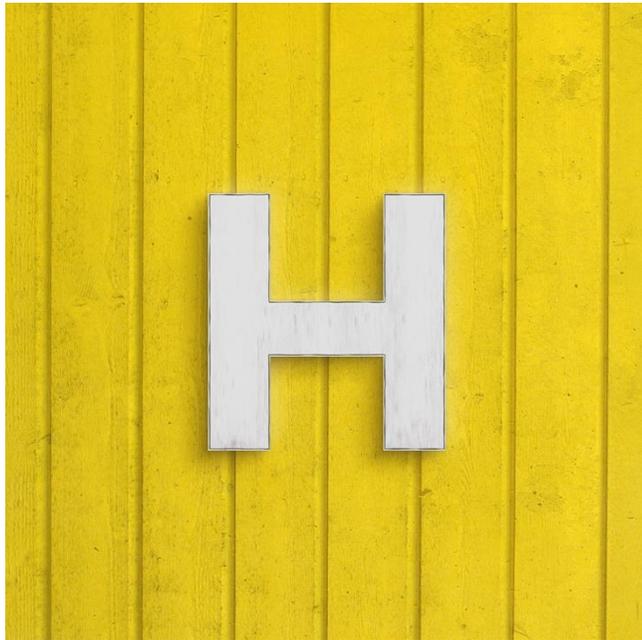
Once you're happy with the final details, inclusions and price, we'll confirm all the details back,  
ask you to sign off, invoice and wait for the winners/recipients to come through.

You send us a brief and we'll turn it into amazing ideas. We'll tweak and re-work it for you until it's right.  
There's no charge for these services.

# Extraordinary

WE  
CREATE  
EXTRAORDINARY  
EXPERIENCES

**PRIZES** for Promotional Marketing Campaigns  
& **REWARDS** to **INCENTIVISE** employees, re-sellers &  
customers



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**[www.thehappyprizecompany.com](http://www.thehappyprizecompany.com)**

