

Etihad Airways x Global Village

The Baggage Claim Challenge | Dubai, UAE | 2021

CLIENT

Etihad / Global Village

COVERAGE

Prize Coverage(TM)

MECHANIC

Crack-the-Code

DURATION

4 weeks

1,000,000 Etihad air miles + AED 50,000 - locked, filmed, and fully covered.

THE BRIEF

Global Village Dubai and Etihad Airways wanted a headline mechanic that would drive footfall for four weeks and give visitors a real shot at a seven-figure prize. The challenge: put a genuine 1,000,000 air-mile jackpot on the line without carrying that liability on the client's balance sheet.

OUR ROLE

5th Consulting underwrote the entire jackpot under a Prize Coverage(TM) policy - one fixed fee, one predictable line in the marketing P&L. We also engineered a bespoke, tamper-proof locking mechanism for the prize case and filmed the delivery of the lock from end to end so every stakeholder could see the game was clean.

THE MECHANIC

Visitors to Global Village picked five numbers each week at the Baggage Claim Challenge stand. Every week one more number in the winning code was revealed, tightening the odds and pulling audiences back for repeat visits - until the full code was cracked and the vault opened.

RESULT

A real, credible, seven-figure headline prize on the ground for four weeks. Etihad and Global Village kept full narrative control and a fixed cost. 5th Consulting carried the risk - the brands carried the story.

HEADLINE NUMBERS

1,000,000

ETIHAD AIR MILES

AED 50,000

CASH TOP-UP

4 weeks

LIVE AT GLOBAL VILLAGE

5th Consulting - the game is yours, the risk is ours.

5th Consulting is a brand of The Rockets Consulting DMCC, Dubai UAE. | www.5th.ae