

PIZZA MAKING – A SLICE OF VENICE



The brief: Working for an incentive agency we were asked to provide a prize holiday for a new frozen pizza brand. The prize needed to encapsulate a luxury pizza themed experience for 4 people, with some special extras.

Our Solution: Our winners arrived in Venice to stay in a luxury penthouse at the Palazzo Contarini for 5 nights. The accommodation provides superb panoramic views of Venice. In keeping with our client's theme we included supper at the best pizzeria in Venice, a trip to the Rialto markets to choose ingredients and design their own mini pizzas, and a private dinner party cooked by one of Venice's top restaurateurs.

Those all important extras:

- A food hamper and case of wine delivered at the penthouse on arrival.
- A private dinner party at the penthouse with top Venetian chef to cook.
- Design a pizza cooking lesson, with visit to the Rialto markets.
- Private tour of secret Venice with a Venetian historian.
- Gondola tour along the Grand Canal.
- Restaurant reservations made in advance.
- 24-hour Concierge service throughout.
- Personalised itinerary notes for clients.

“Tastes of Italy’s proposal ingeniously mirrored our client’s television ad campaign, creating an exceptional prize delivered to perfection!”

Oliver D. Director Unmissable – **Pizza making, Venice**, February 2007

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