

Sainsbury's Something to Smile About

event objectives

- To attract consumers to the product
- To build the brand within Sainsbury's

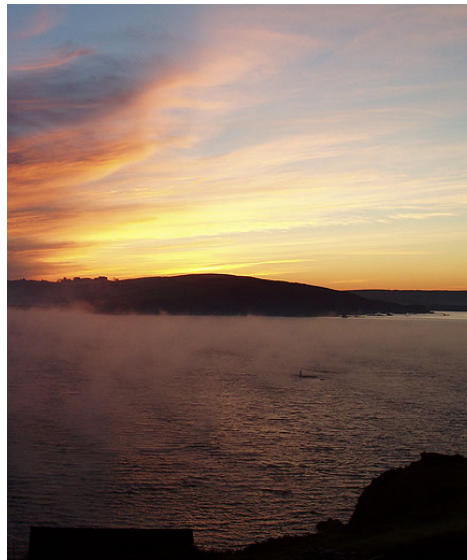
strategy to meet objectives

- Provide a prize that people aspire to
- The prize needs to appeal to the typical Sainsbury's customer

the prize

- Two nights accommodation
- Travel allowance
- Dinner
- Welcome Champagne and chocolates
- Molton Brown gifts
- Spa/activity allowance

BURGH ISLAND
HOTEL



take an ocean voyage on dry land and escape to another



BURGH ISLAND

H O T E L

Burgh Island Hotel

Set like a diamond on its own tidal island, is our unique English Art Deco hotel. Built in 1929, extended in 1932 and completely restored to its '30s glamour, the Burgh Island Hotel is a retreat like none other. History is present in every aspect of your stay, hand in hand with 21st century standards of service and facilities. The hotel sits like a diamond in its own beautiful environment; sea views, sunshine, waves, cliffs, floating birds and sand surround you.

The beauty and intrigue of an island visit has always drawn guests who are looking for something different but an experience that is almost timeless; a genuine step back into an age of sophistication, manners and elegance.

In short a trip that will give Sainsbury's customers **'Something to Smile About'**.

accommodation

The sexiest hotel room in the UK, the Beach House was first built in the '30s as a writer's retreat for Agatha Christie. Here, Mrs Christie wrote her two novels set on the Island ("Evil Under the Sun" and "And Then There Were None") and here Wallis Simpson and Edward Windsor escaped for long afternoons. The Beach House was rebuilt in 2007 and is now a sophisticated and very modern beach retreat.

Literally overhanging the sea, the bedroom of The Beach House looks out over uninterrupted waves to Bantham beach and the decking catches the sun from sunrise until the last evening light. Seagulls and robins will join you at breakfast on the decks.



facilities

Gym

Spa room

Billiards room

Sauna

Tennis court

Coastal walks

Sea tractor

