

# PROMOTIONAL ICE CREAM VANS

## PROMOTIONAL ICE CREAM VANS CINEWORLD CASE STUDY



# cineworld

C I N E M A S

Cineworld hired Promotional Ice Cream Vans as part of their 'Summer Scorchers' campaign, advertising their Unlimited Movies offer.

With a fully branded van, we hit locations including the O2 arena in London, Manchester and Liverpool where we gave away free soft whippy ice creams and explained the benefits of the offer to the public.

Using an iPad on the van, we administered applications from people signing up to the offer.

In addition, we took to Twitter to post photos and details of our next stop to Cineworld followers.

"Our objective was to create a relevant brand experience outside of traditional media. Not only was this Ice Cream tour a brilliant execution, Promotional Ice Cream Vans were the perfect company to work with. They were involved from the offset and were extremely helpful throughout activity and even to post evaluation. They went above and beyond, making sure to hit our consumer audience and making every consumer experience a positive one"



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