

PROMOTIONAL ICE CREAM VANS

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Old Spice MAN TOUR UK 2011



When Old Spice UK launched two new scents, aimed at a new market, they wanted their sampling campaign to have real impact.

Promotional Ice Cream Vans was engaged to manage the UK Man Tour which featured in Marketing Week and Marketing magazine.

We incorporated Facebook and Twitter maximising the exposure of the Old Spice brand generating thousands of new followers. The tour included the Old Spice horse and ice cream van visiting city centres and universities UK wide, coupled with sampling, branded giveaways and PR.

Promotional Ice Cream Vans took a pivotal role in the tour, with activity including the management of social media pages, taking and uploading photos on a daily basis, managing promotional staff, engaging with the public and co-ordinating fans re-creating the TV advertisement- by mounting the white horse and striking their best pose.

As part of the tour our staff supported the month-long Prostate Cancer Charity event 'Movember' by gaining sponsorship for growing moustaches, and visiting both the Greenwich and Battersea charity runs.

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Daniel, David, Margaret and the team did an outstanding job for our client, Old Spice, and greatly exceeded our expectations and goals. They are trustworthy, extremely hard working and their enthusiasm seems to know no limits!

I would highly recommend them to anyone

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