

PROMOTIONAL ICE CREAM VANS

PROMOTIONAL ICE CREAM VANS ANN SUMMERS CASE STUDY



To celebrate their 'Summer Of Sex', Ann Summers 'hijacked' a Promotional Ice Cream Van, rebranding it as the 'I Scream' van and taking it around the UK, giving away naughty goodies.

Promotional Ice Cream Vans managed a varied giveaway, including:

- Free ice cream with flavoured lube topping for every person to visit the van
- A bag of 'naughty things' for everyone who pulled their best sex face and let us put it up on Facebook. (The person whose 'O' face was voted as the best won £200 worth of sex toys, lubes and general naughtiness).
- A prize draw of a 7 day summer holiday for two including flights and accommodation when people signed up to their email database
- Swimwear sets for ladies turning up to the van in just a bikini

Visiting London, Newcastle, Birmingham, Manchester, Leeds and Liverpool, the van caused a reaction wherever it went!

"It was great working with the Promotional Ice Cream Vans team. Their enthusiasm and pro-active nature ensured the campaign was a great success. I hope to work with them again in the future."



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