



When Mozilla Firefox launched a new mobile application they decided to celebrate by treating the people of London to free gourmet ice cream.

With a partially branded van, complimented by branded ice cream sleeves, Promotional Ice Cream Vans was engaged for a four day campaign in a variety of high footfall locations in central London.

Promotional Ice Cream Vans worked with the client to source luxury ice cream flavours in line with the brand, such as ‘Mozilly Vanilly’ and ‘Topsy Fox’.

In addition, we took to Twitter to update followers on our next location and encouraged customers to tweet Mozilla in exchange for an extra scoop!

“We worked with Promotional Ice Cream Vans on a ‘free ice cream’ campaign in London designed to increase exposure for Mozilla. Their knowledge of London and determination to ensure our Guerilla campaign was successful, was much appreciated. I would recommend them highly to any prospective customer”



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