



THE POWER OF ICE CREAM VAN ADVERTISING

Through applying a vinyl wrap, our ice cream vans can be transformed into mobile advertisements for your company.

Branding our vans can provide a bespoke advertising tool - an eye-catching design will expose your business and brand to a wide audience and promote a positive opinion of your company.

Using an ice cream van is the perfect way to ensure maximum exposure for this advertising. Everyone loves an ice cream van - we're hardwired from childhood to be drawn towards them. That's why they're so great for being noticed and for getting up-close-and-personal with your audience.

Ice cream vans are fun and friendly and hold the promise of tantalising treats. Combine your campaign with a free ice cream giveaway and your target audience will be drawn in en masse.

Impressive storage capacity means that any kind of marketing collateral can be distributed – just watch as the crowd comes closer.

Our vans are small enough to drive right into the heart of the city centre and they come complete with an experienced driver who knows how to maximise success for your campaign – right from planning stage.

With branding starting from just £350 (for window space), the price pails into insignificance compared to traditional print media costs – and with a much higher impact and visibility. With pre-negotiated discounts with a top vehicle wrapping company already in place, Promotional Ice Cream Vans have everything at hand to ensure your campaign runs smoothly with maximum impact.

For that extra impact – why not consider using fully branded ice cream tubs. With every delicious mouthful, of a flavour of your choice, your target audience will have full visibility of your brand message, a positive association you want to benefit from!

The true potential of vehicle advertising is being recognised and in a world of overcrowded generic television, radio and magazine adverts, companies are looking to implement something different which has a proven track record in terms of effectiveness.



Breaking the boundaries of traditional advertising – the power of using an ice cream van campaign is evident in many of our case studies which have demonstrated significant customer interaction, positive feedback and press coverage.

Trust the country's leading ice cream advertising company to deliver your campaign, contact us today...



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