

PROMOTIONAL ICE CREAM VANS

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Celebrating the release of its new fragrance 'Honey', Mark Jacobs asked Promotional Ice Cream Vans to hit the road and take up a central position inside Westfield's Shopping centre with a beautifully branded van. Marc Jacobs wanted the van to be playful and fun, in tone with the new summer fragrance. Marc Jacobs's concept included free perfume samples, a photo-booth and free honey flavour ice-cream in branded tubs to lucky Westfield shoppers!

The stunning van attracted attention wherever it went and the campaign was a great success - between the ice cream and new scent, as Vogue put it in their write up: "Frankly we're struggling to decide which is more delicious..."



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