

BUTTERKIST

CASE STUDY

Here for the
drama...

#Go grab the
Butterkist

Butterkist
SWEET & SALTY

Here for the
drama...
Go Grab The Butterkist

MOBILE
MEDIA

CAMPAIGN SUMMARY

COMMUNITY DRIVEN, PURPOSE BUILT.
THAT'S MOBILE MEDIA.

Butterkist utilised Digivans for delivering a shareable “Here for the Drama” message to London’s centre of politics.

Armed up with two of our finest promotional staff for sampling and interaction with the public.

The campaign won the gold award in the FAB’s Awards 2022 in the Guerilla Marketing category. So if you want the best, you’re in the right place.

Digivans booked with us have 100% share of voice, allowing for full motion copy or static imagery. You tell us what you want, we’ll make it happen.



86M+

OPPORTUNITY
TO SEE

Here for the
drama...

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“The PR shots and the results were brilliant, with the Butterkist work on the van having an OTS of 86 million, and we could not have done it without the MMG team!”

– St Luke’s, Creative Digital Agency



MOBILE MEDIA

THANK YOU