

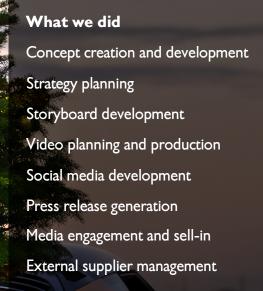
## We wish you a #MerryDriftmas

A purely digital project, Lotus #MerryDriftmas puts the audience first, be it stakeholders, press or social media viewers.

The low-budget, high-impact video features a sports car delivering a Christmas tree to the company's site in Norfolk. #MerryDriftmas was brought to life by **loop** and delivered in the immediate run-up to the holidays.

Highly successful, with a fantastic return on the low five-figure budget, this campaign was championed through social channels to deliver a light-hearted celebration of the season to Lotus fans around the world.

The project's success was formally recognised in the *Creative* Moment Awards as best Automotive Campaign.







**93k** YouTube views

**737k** Facebook reach

**49k** Instagram video views

**140+** Articles of coverage

