



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.

What we did

- Concept creation and development
- Strategy planning
- Storyboard development
- Video planning and production
- Social media development
- Press release generation
- Media engagement and sell-in
- External supplier management



CREATIVE
MOMENT WINNER
AWARDS 2020

93k
YouTube views

737k
Facebook reach

49k
Instagram video views

140+
Articles of coverage

loop