

FERRERO

Who for: FPP Ferrero

What for: We delivered a vibrant Diwali-themed activation at Tesco HQ, designed to celebrate the cultural occasion while shining a spotlight on Ferrero’s diverse product portfolio. The experience created a festive atmosphere for Tesco staff, with colourful displays, sampling opportunities, and engaging brand touchpoints that connected Ferrero’s products to the spirit of sharing and celebration at the heart of Diwali. This activation not only strengthened Ferrero’s visibility within Tesco but also fostered stronger engagement with staff by aligning the brand with a moment of cultural significance and joy

What we did:

In collaboration with multiple suppliers and in full compliance with Tesco HQ’s stringent health and safety regulations, we brought to life an engaging Diwali-themed activation that drew attention and encouraged dwell time around Ferrero products.

Pavilion structures were beautifully styled with lanterns, drapes, and marigold bunting, creating a vibrant focal point for entertainment, activities, and product sampling.

To amplify the atmosphere, Dhol drummers and traditional Indian dancers performed throughout the day, attracting crowds and infusing the space with energy. Bespoke print elements – including a Diwali-inspired dance floor in striking pink and gold – tied the celebration to the Ferrero brand seamlessly.

The activation was praised by Tesco as the most popular they had ever hosted, delivering exceptional footfall and product engagement, and leaving Ferrero delighted with the results.



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