

Case Study: Piccadilly Lights - McVitie's Digestives

Celebrating 100 Years of Chocolate Digestives with a Full-Scale Brand Takeover

Client: Landec/McVitie's

Location: Piccadilly Lights & Below The Lights, London

Date: May 1-5, 2025

Scope: Full event branding, print & installation

The Brief:

To mark the centenary of Chocolate Digestives, McVitie's partnered with Landsec to create a high-impact public activation. The goal: deliver a memorable, multisensory experience celebrating the nation's favourite biscuit - while driving footfall, social buzz, and meaningful brand engagement.

The Experience:

The event launched with an influencer preview on Thursday 1st May, before opening to the public from 2nd - 5th May. It included:

- Takeover of the **Piccadilly Lights**
- Immersive experience space at **Below The Lights**
- **Create-your-own Digestive** bar
- Giveaways & loyalty incentives
- Mosaic biscuit art from **Ed Chapman**
- A dramatic **London Eye light show** as part of the activation



Our Role:

We delivered a complete print, design and installation package that brought the concept to life from the ground up:

- **Vinyl application** to match brand colours across walls and stairs
- **Printed fabric backdrops** and high-impact window visuals using triple-layer Lintec
- **Custom floor graphics**, including blue carpet-style entrances and themed game zones
- **Directional signage** in Dibond and foam board
- **Photo frames** printed on photo paper
- **Pillar wraps, ingredient tent cards, loyalty cards, and menus**
- Distribution of **3,000 A3 giveaway posters**

The Outcome:

The activation successfully blended heritage with creativity, transforming one of London's busiest areas into a celebration of a British classic. Through tactile design, clever detailing (like vinyl stairs mimicking dripping chocolate), and large-format media moments, the event generated wide engagement both in-person and online - reinforcing the Chocolate Digestive as a beloved staple, 100 years on.

