

Marmite Gold 'Christmas Lights' campaign

A spectacular display of Christmas lights along Oxford Street to advertise the launch of Marmite's sparkly new Gold edition. The animated lights showed Christmas characters loving and hating the new spread, while the centrepiece was a giant interactive banner where you could upload your best 'love it' face or 'hate it' face, and be part of the lights yourself. You could do this either via a Facebook app or by an interactive photo booth on Oxford Street.