



Pontefract Haribo Lights

Case Study

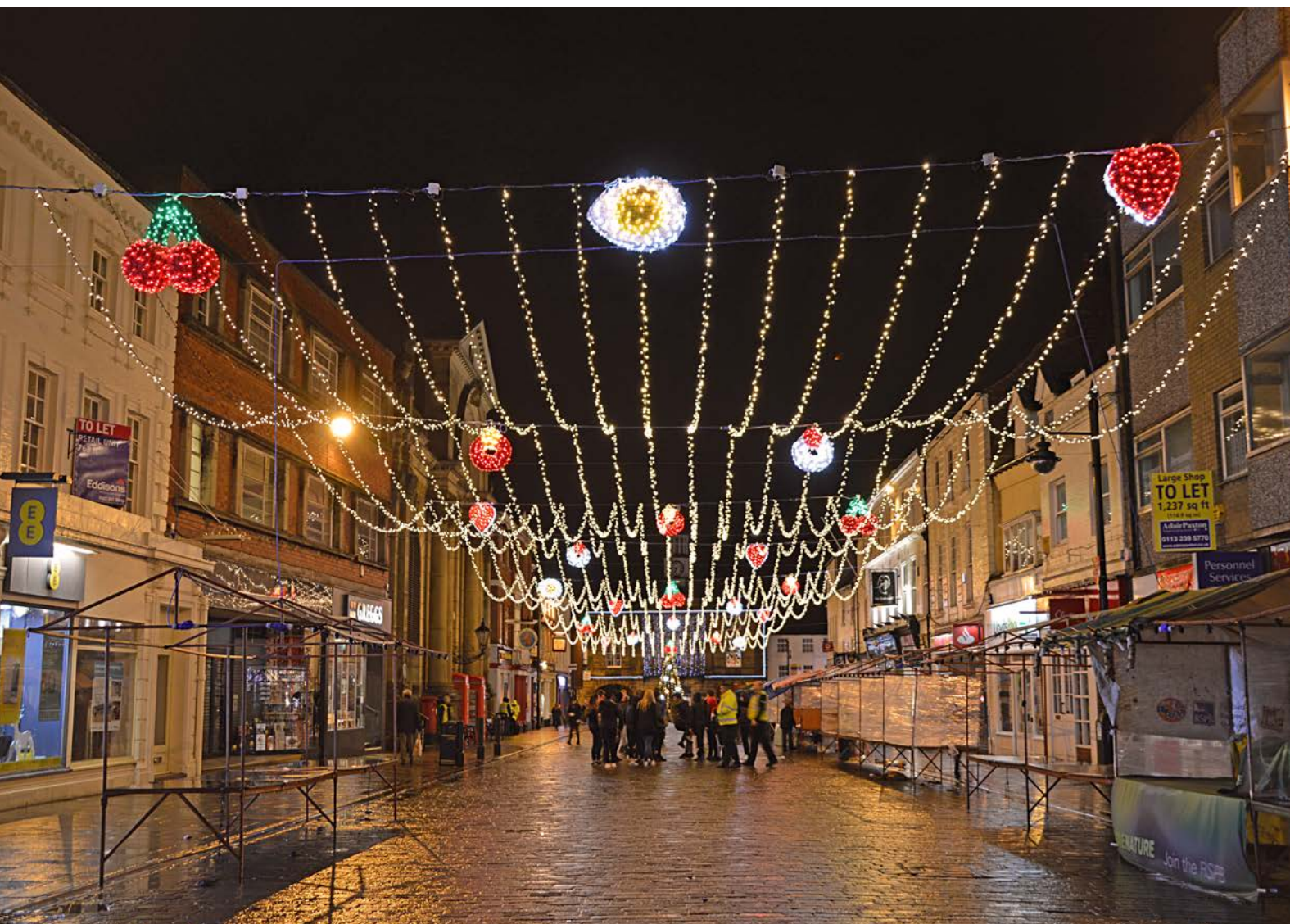


Background

Pontefract's Christmas lights were on their last legs and the Wakefield Borough Council were researching alternative ways of funding the replacement of the lights. Several local Companies were approached about the possibility of funding and after months of consultation Haribo UK, who are the largest employer in the area, were selected.

Solution

Several Festive Lighting Companies were asked to submit their designs and costs and LITE were selected due to the innovative designs and competitive nature of the submission. It was imperative that the Haribo brand and corporate identity was followed to the letter and LITE worked hard throughout the entire process to ensure that everything was approved by Haribo designers. Three dimensional sweets were reproduced in lights that faithfully replicated each recognisable sweet in terms of not just shape and colour but proportions. This also included cross street displays with "Merry Christmas from Haribo" messages as well as features including the famous Bear logo.



“Haribo were presented with a great opportunity to showcase and celebrate the town’s rich heritage with new Christmas lights. LITE helped us achieve this by bringing our vision to life which added a touch of magic to our town’s Christmas celebrations”
Haribo UK.





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