

MAXIMISE YOUR BRANDING OPPORTUNITIES: THE FERRIS WHEEL EXPERIENCE

WITH THE GIANT WHEEL CO.





We Bring Your Ideas To Life

Here at The Giant Wheel Company, we have extremely unique experience in bringing this type of branding to consumers, working with some of the UK's most high profile brands, as well as small local businesses.

The significance of this unique marketing strategy in capturing audience attention and enhancing brand recognition is a proven success time and time again.

Introduction: The Impact of Ferris Wheel Branding





Benefits of Branding a Ferris Wheel

For visitor experience and your brand

Increased Visibility

By branding a Ferris wheel, companies can increase their visibility and stand out among competitors at crowded events or tourist destinations.

Interactive Engagement

Engaging visitors through interactive branding on a Ferris wheel can create a fun and immersive experience, encouraging social sharing and word-of-mouth marketing.

Memorable experience

Branding a Ferris wheel creates a memorable experience for visitors, leaving a lasting impression that contributes to brand recall and loyalty.

Unique Advertising Platform

Utilizing a Ferris wheel for branding provides a unique advertising platform that captures attention and generates buzz among a wide audience.





Strategies for Effective Branding on a Ferris Wheel

Strategic Partnerships

Collaborating with local businesses/councils or event organisers can enhance brand exposure and reach a broader audience, by ensuring your promotion is best placed in a high traffic location.

Creative Design Elements

Incorporating eye-catching visuals and engaging themes can ensure your branding is visually appealing and, more importantly, memorable.

Consistent and simple visuals

The most effective and successful campaigns that we have worked with ensure that visuals are consistent and not overly complex.





Case studies

Project examples

The following slides present real-life examples of successful branding campaigns on Ferris wheels, showcasing innovative strategies, creative designs, and measurable results.

Our partners

- Google
- Slingsby Award Winning Gin
- Talksport Radio
- Humber Refinery
- Red Funnel Ferries
- Hazelwoods Independent Advisors
- & Many more...





Google Sponsorship with Formula 1 @ Silverstone Circuit





Talksport Radio @ CheltenhamGold Cup Races





Slingsby Gin

@ Great Yorkshire Show, Harrogate



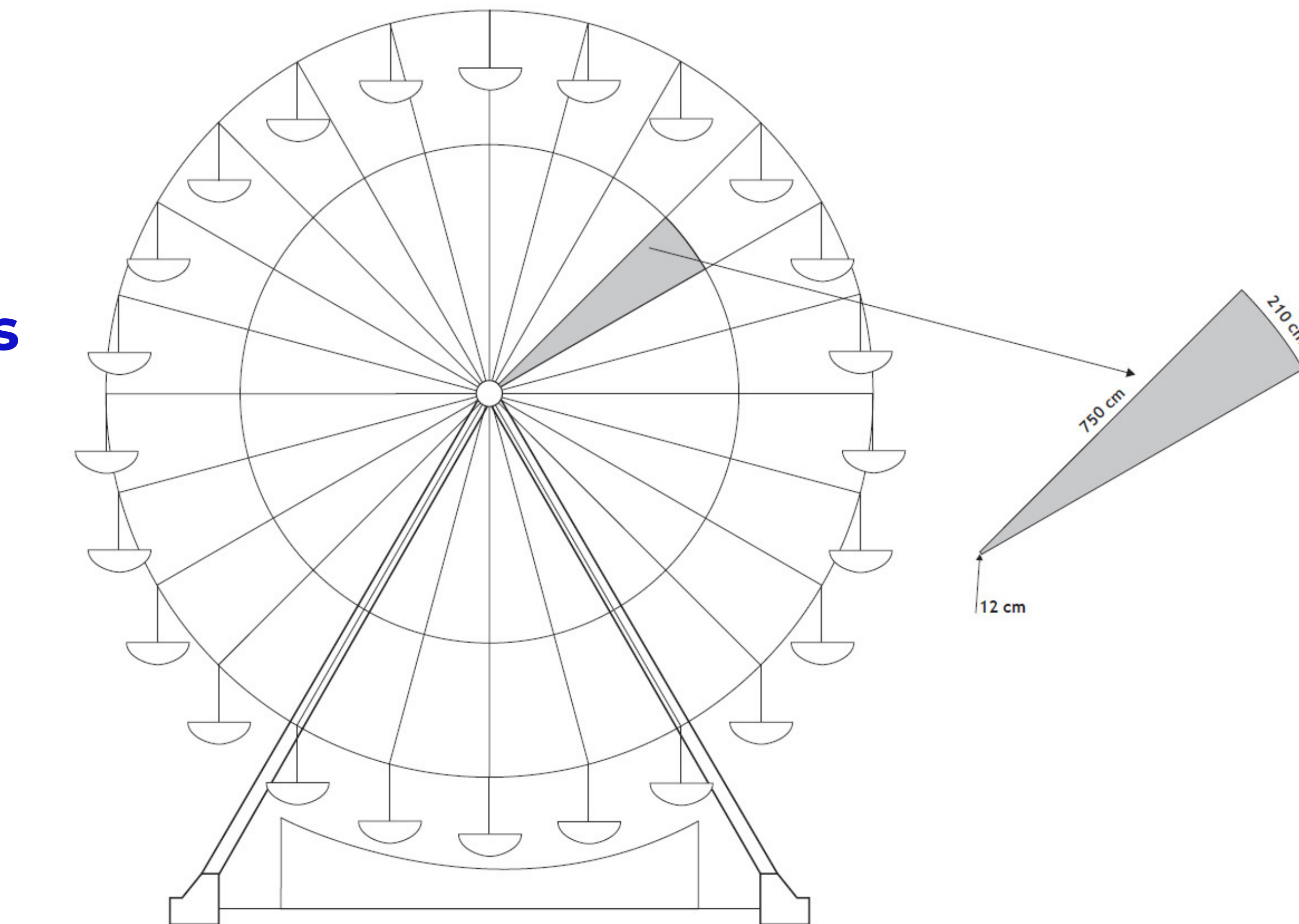


A selection of further examples with more great sponsors





Banner Dimentions





Testimonials

From our satisfied partners

“The ride looked spectacular lit up in the evening, we have never had so much positive social media activity linked to any previous event we have held.”

Chorley Council

“The Giant Wheel has been a feature at several events at Silverstone this year, including the British Grand Prix, and is always a star attraction providing our fans with some of the best views of the circuit.”

Silverstone Circuit

“The joy of the wheel was that it was BIG, very smart looking – a bit upmarket and therefore desirable for a sponsor. ~ Michael Enser, Head Of Marketing. “

British Marine Federation

“A professional service, always helpful and flexible with our requirements. The Big Wheel is certainly a focal point of our show and our visitors are happy with the service”

Yorkshire Agricultural Society



THANK YOU

IF YOU HAVE ANY QUERIES
PLEASE CONTACT US AT
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