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Top 5 Experiential Marketing Campaigns That Won Over UK Audiences in 2025

In 2025, brands across the UK elevated their B2C marketing strategies with immersive brand activations that did more than advertise, they connected. From interactive pop-ups to full-scale public takeovers, these experience-based marketing campaigns proved that real, in-person engagement, alongside digital campaigns, can be used in tandem as a great way to build customer loyalty.

Here are five standout in-person UK campaigns from this year that made audiences stop, share, and remember, the gold standard in modern brand loyalty.

1. IKEA's "Flat-Pack Festival" – Bristol & Glasgow

As part of its sustainability push, IKEA brought its iconic flat-pack concept to life through a touring festival. With DIY workshops, plant-based food stalls, and upcycled furniture installations, this experiential advertising UK campaign fused entertainment with education.

The campaign strategy was clear: make sustainable living hands-on. Attendees could build their own furniture, attend talks on conscious consumption, and even trade in old items for rewards. The vibe? A mix of farmer's market, TED Talk, and classic IKEA fun.

Why it worked: It turned passive interest into active participation. A textbook case of experience marketing aligned with purpose.

2. Spotify UK's "Wrapped Rooms" – Shoreditch, London

Spotify Wrapped is already a viral success, but in 2025, it went from digital to physical. The brand launched immersive pop-up "Wrapped Rooms," where fans could literally



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walk through their year in music using personalised audio, mood-based visuals, and even custom scent profiles.

With nearly 500,000 people passing through the venue, it was one of the year's largest B2C brand experiences.

Why it worked: Personalised, emotional, and endlessly shareable - three pillars of brand loyalty in today's landscape.

3. Greggs x Primark: "The Sausage Roll Runway" –Manchester

This quirky high-street collab brought consumer engagement to a whole new level. Held in Manchester Arndale, the event featured a pastry-themed fashion show, live DJs, taste-testing zones, and a behind-the-scenes bake-your-own experience.

It was a bold example of how campaign strategy can fuse entertainment with everyday British culture.

Why it worked: It didn't take itself too seriously, making it the kind of immersive brand activation that people genuinely wanted to be part of - and post about.

4. BBC's "Doctor Who Time Tunnel" – Cardiff & London

To mark over 60 years of Doctor Who, the BBC created a mixed-reality walk-through experience. Fans explored the show's regenerations, met surprise cast members, and stepped into recreated sets enhanced with AR and VR.

Content from the "Time Tunnel" was streamed on TikTok and YouTube Shorts, targeting younger audiences and reviving fan excitement.

Why it worked: A nostalgic journey with modern tech, and a masterclass in brand loyalty marketing that respected old fans while welcoming new ones.



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5. Barbie x Transport for London: “Dream Commute” Takeover

Mattel and TfL turned London into a pink playground. Tube stations, buses, and platforms were rebranded with Barbie World visuals, motivational quotes, and QR codes linking to AR experiences and freebies.

TikTok views hit 9 billion, making it the most visible experiential campaign in the UK this year.

Why it worked: It brought experience marketing into people’s daily routines - surprise, delight, and nostalgia at scale. A shining example of experiential advertising UK that generated huge-earned media.

Final Thoughts

In 2025, the most effective B2C marketing campaigns in the UK weren’t just seen — they were felt. Each of these brands nailed their strategy by inviting audiences into the story, not just selling them one. By adding in-person campaigns to their marketing mix, they generated buzz and a sense of novelty, which then echoed back onto social media.

Whether you're a global powerhouse or a local brand, the message is clear:

When you create a blend of experiential campaigns that support your online presence and connect emotionally, your customers won’t just remember you, they’ll share, post, and talk about you. In other words, they’ll do the marketing for you.