



Lollibop Festival

Now going into its fourth year, Lollibop remains the UK's biggest ever festival for kids. It's designed to delight mini festival goers, providing the best day summer day out for under 10s and their families. Lollibop is the perfect place to introduce your little ones to all the thrills of the festival vibe but without the hassle of long car journeys and camping and we're pleased to be part of the magic!

Visit www.lollibopfestival.co.uk to find out more!

“ We have been working with the House on our Lollibop design for over two years now and everything they produce for us exceeds our expectations. The design work is stunning and the feedback from our potential audience is always positive. We would not hesitate to recommend the House to any company looking for innovative design work and friendly service.

Mandy Janes, Co-Founder of Continental Drifts

What was the problem?

We have been working with Continental Drifts (www.continentaldrifts.co.uk) for over 4 years creating designs, websites and events for them for various festivals. Three years ago they created their own new festival called Lollibop (www.lollibopfestival.co.uk) made specifically for children and their parents. It was billed as a Glastonbury for kids!

The brief was to create a brand and illustration style that's fun, friendly, silly and exciting for children. The target age group is under 10s but slightly older children can go to. Also parents need to be convinced also, so much like a Dreamworks film is relevant for both children and grown-ups, Lollibop needs to be too!

And how did we solve it?

We created a wacky world of fun and frolics. The colours are purposefully crazy and mixed and match across the logotype to the illustration. It's a make believe world where anything is possible, from fairies to monsters, to wonderful underwater creatures.

Now in it's 4th year and taking place at Regent's Park in London, Lollibop attracts over 30,000 children and their families. The very best in children's entertainment jostle to appear on stage and at the festival as this is now the number one children's festival in the UK. For all their young families, it's a chance for the parents to relive their younger days via their kids!

The Results?

We continue to develop the brand, working closely with our client, creating new characters and updating the illustrations as new attractions are added. And we also hope to make this into an animation to be shown online and on TV.

30,000 visitors



Which services did this include?

- DESIGN & BRANDING
- DIGITAL & INTERACTIVE
- STRATEGY & MARKETING
- CONTENT ENTERTAINMENT

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