

Split campaign to build the brand

 By [ActivRetail](#)

4 Dec 2008

Frisco has embarked on a national campaign to build the brand through consistent and relevant above- and below-the-line support. The campaign was split into two activations, one national and the other in the Western Cape. These campaigns incorporate the new television commercial (TVC), as well as wet and dry sampling, an extensive print campaign, mall and taxi rank activations.

The brand is heavily emphasising their brand essence of 'feels like home' throughout the entire campaign, which was initialised using the Frisco *Schlurp* TVC, which won a Loerie award. On a national level, this was supported by an extensive print campaign in the *Daily Sun* and further entrenched by giveaways and a radio campaign. Charleen Pegram, Senior Brand Manager for the brand, says, "As well as appealing to both prospective and current consumers, we feel that this brings us to the forefront of end user choices. Our radio campaign brings us right into homes, and perfectly complements our market strategy."

Mall activations were facilitated by Keynote, and were conducted in conjunction with print advertising. Celebrity MC's hosted events at Southgate, Phoenix Plaza and Wonderpark, offering home makeover advice, wet sampling and cash giveaways. Smaller events were also hosted at the Bloem Plaza and Greenacres Mall. Activations were conducted from September through to November 2008.

The Western Cape activation plan was intricately tied to the national one, but with a more aggressive focus on print media and the introduction of taxi rank activations. Print media was accompanied by extensive sampling with street sales of *The Argus*, posters and Cape community paper advertisements. Cash prizes were handed out at mall activations and Western Cape taxi rank activations took place in close proximity to mall activity. Frisco Hit Squads targeted selected areas after the mall activations, thus further entrenching the brand in the minds of consumers. The Hit Squad visited consumers in their homes and this activation is said to have caused much excitement amongst brand-loyal consumers, who won cash prizes for having the product in their homes.

ABOUT ACTIVRETAIL

The strategic partnership between ActivRetail and BizCommunity offers the best news of its kind to the retail industry. In a strategic positioning agreement, ActivRetail and Retail.Bizcommunity have created an association by bringing a joint offering to this sector in terms of news, information, research, services and product news. This creates the best mix of media, business and trade services to stakeholders within this vibrant industry. Please continue to submit news and updates to editor@mcg.co.za. Or visit [ActivRetail](#)

- Pringles has a jingle - 8 Jul 2010
- Nampak scoops international packaging prize - 7 May 2010
- Corner Bakeries for Engen Quick Shops - 5 May 2010
- New Food Lover's Market for Table View - 5 May 2010
- Marula, Rooibos welcome visitors - 30 Apr 2010

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>