

# Freshstop Superhero campaign launched

Freshstop has recently launched a new marketing campaign to engage with its diverse target market. Early Bird, Super Mom, Braai Boys and Club Closers - the core Freshstop customer groups has been showcased in the campaign called The Freshstop Superhero.



Phase one of the new marketing campaign commenced late in October and includes the launch of television advertisements showcasing the manner in which the chain's offering meets the needs of its superheros. Following interaction with shoppers, Freshstop identified clear target groups and thus segmented its customer base into: Early bird shoppers, the multi-tasking moms, the guys who enjoy nothing more than meat on the grill and young people who visit the stores after a night on the town. The launch of the ad marks the beginning of various other exciting marketing initiatives which the brand will reveal to its superheros during the coming months.

"The Freshstop brand is already known for its innovative 24-hour convenience partnership with Chevron SA and, with 32 stores across the country, we are continuing to expand. The launch of the new marketing campaign also marks the launch of our first brand ad," comments Fruit&Veg City CEO, Brian Coppin, adding, "This is only the beginning, our Early Bird, Super Mom, Braai Boys and Club Closers can expect more from Freshstop. We intend to delight our customers with an innovative consumer campaign that will include social networking and promotions designed for our superheros. Future plans include expanding the campaign to engage with other target groups and superheros during the next few months".



The concept for the new advertisement and marketing campaign is the product of advertising agency, Hamiltons Advertising, who has an established relationship with the Fruit&Veg City group.

For more information on Freshstop go to [www.freshstop.co.za](http://www.freshstop.co.za).