

## In-store campaign concentrates on family

Concentrate juice manufacturer Oros is once again running a campaign with branded shopping cart experts Icon Media to communicate to grocery buying parents and their family. This second consecutive deal secures one of Icon Mall's packages for the advertiser and provides Oros with exclusive exposure in Checkers Hypers and Pick n Pay outlets countrywide.



Oros focuses on advertising its concentrate juice in summer months and aims to position the produce as a fun drink for the whole family. The creative has a fresh and vibrant feel, aiming to attract the attention of all shoppers. Oros currently adopts a variety of advertising forms, and felt it necessary to activate a further tier of engagement - the point of purchase, in order to strengthen its bond with the whole family.

"Oros product has used Icon Media in the past with much success and therefore chose to renew with us," said Andrew Kramer, Icon Media MD. He said that like most FMCG products, Oros is continually searching for innovative ways to not only communicate with shoppers at the point of purchase, but to appeal to them on a sensory level. "These moving billboards provide the advertiser an opportunity to achieve these primary objectives," he continued.

According to Kramer, the contract renewal demonstrates that the advertiser realises the importance of good creative and the success of the medium. He adds that Oros is a great exploiter of the "moment of truth" in that the product realises the importance of speaking to the shopper in the first 1-7 seconds of the grocery experience. "Icon Media has provided Oros with the opportunity to grab attention, offer a practical shopping commode and a solution to in-store marketing and advertising," concludes Kramer.

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