

Sweet success for Hulett's and ComutaNet

South Africa's favourite sugar brand, Hulett's, recently signed a national deal with ComutaNet spanning six media platforms. The object of the campaign is to create awareness for Hulett's products throughout 2007.

ComutaNet created a campaign that encompasses a potent combination of Star Radio, Star Taxi Music, kiosk promotions, exterior and interior taxi advertising, as well as trailer advertising.

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