

# TLC increases push into malls and campus media

The 10-year old medium of washroom advertising has not lost appeal among marketers and advertisers, according to Andrew Kramer, Primedia Unlimited's washroom media, The Letter Corporation (TLC) CEO, which has signed up a total of 20 shopping centres, and added to its 15 campus media platforms.

"The demand from marketers to enter washroom media and communicate with a captive audience is very high," says Kramer.

"FMCG is one category that has continual success with the medium because shopping centre washrooms are visited frequently and the advertised brands are available for sale in the centre. There's an immediate response to the communication, not to mention the vast amount of foot traffic that passes through most centres."

Building brand loyalty to young consumers is another strategic move by TLC. "That's where our Campus Media holding comes in," says Kramer. "A washroom is one area on campus students are guaranteed to visit. They are also exceptionally open to receiving communication through platforms like our Talking Frames where a 20" or 30" sound byte reinforces the visual message."

By utilising washroom space in social and leisure areas on campus like cafeterias and where banking facilities are available, advertisers gain access to students with disposable income at a time when they are relaxed and open to receiving communication, building brand loyalty in the process.

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