

# Aero Let Go

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While Aero's ATL campaign was encouraging consumers to "Let Go", the experiential challenge was how to physicalise that moment of release for consumers. It was time to bring to life an Aero moment that would allow consumers to watch their woes float away in a bubble. We came up with an innovative interactive vending experience that allowed the consumer to experience that "Let Go" moment.



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- " Bayer South East Africa welcomes Jessica Nkosi as a brand ambassador for Bepanthen Derma 21 Feb 2024
- " Coke Studio brings 'real magic' to the neighborhood 7 Dec 2023
- " Jungle surprises South Africans with new Oat Drink, taking over the streets and skies of Mzansi 8 Nov 2023
- " OLC's fresh faces and new client collaborations: A new era of game-changing moves 3 Nov 2023

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