

Ackermans to wow kids with 'Character' in-store activation this weekend

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'Character' shopping destination, Ackermans - South Africa's leading value retailer - will be running an activation at selected stores to kick off their latest promotion, where kids can purchase a plain t-shirt for as little as R29.95 and personalise it for free with their preferred Disney character. This activation will run from Friday 26 October 2018, to Sunday, 28 October 2018, at the following 10 Ackermans stores - Eastgate Mall, Pretoria Menlyn, Vaal Mall Vanderbijl, Midrand Mall of Africa, Mitchells Plain Promenade, Durban West Street, Canal Walk, Westville, Greenacres and Bloemfontein Sanlam Plaza.

"As a leader in this trend, we want to give kids the opportunity to add their own special touch to their t-shirts by utilizing the key Disney characters. We also want to share the introduction of new additions to the character range, which includes Blaze and the Monster machines. Kids can still find their classic favourites such as Hello Kitty, Mini and Mickey Mouse, Spiderman and the Disney Princesses," says Lane Mong, Advertising Manager at Ackermans.

Kids will have 12 designs from the Disney stable of characters to choose from, which can then be personalised with their names on the t-shirt, at the pop-up stand. There will also be lots of fun at the Eastgate Shopping Centre store in Johannesburg on 27 October 2018, where the Ackermans radio station, 'The Sound of Ackermans', will be providing entertainment. A videographer will also be there to capture all the fun.

As the bond created with the characters extends beyond the TV and mobile screens, kids are eager to see more of their favourite animated characters come to life in their wardrobes. And with the advancement of technology, animations have become more hyper-realistic; breathing new life into heroes and villains, thus inviting more beloved characters into the home, more often.

"Through our continued market research into which characters our younger customers want to see in stores, Ackermans aims to add value to the lives of its customers through offering the widest assortment of character, at affordable prices," concludes Mong.

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