

Smart Media broadens exposure for brands with new automatic fragrance units and hotspots in-store

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Smart Media recently introduced the latest addition to their range of in-store advertising solutions to help brands reach maximum exposure. The new automatic fragrance units and hotspots located within Dis-Chem stores, aim to provide a non-touch and ideal opportunity for consumers to interact with the brand while shopping.

Cecil Ungerer, chief sales officer at Smart Media, says: "We are proud to highlight our latest offerings in the Dis-Chem stores. We are an innovative customer-first business and believe in providing brands and retailers with the most effective solutions to increase their presence to their target market in-store."

What makes this unit so attractive to consumers is that it was built with a non-touch feature. This means consumers can place their hand in front of the opening of the unit and the perfume of choice will automatically spray. This simplifies and motivates the purchasing decision for the consumer since they can make a seamless decision while shopping without the hassle of waiting for any assistance.

The hotspot units are as striking as the fragrance units. They are cleverly positioned in high-traffic areas of the store to allow consumers to interact with the fragrances of choice. The fragrance lives on a beautiful display luring consumers to stop and view the product.

Make your brand stand out by renting an eye-catching fragrance unit or hotspot unit and display your testers on a podium for all to see.

For bookings, email bookings@smartmedia.co.za or www.smartmedia.co.za.

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