

## Starcom win Yale Security Points business

ASSA ABLOY has purchased Security World's chain of retail security stores and is scheduled to convert these into ASSA ABLOY's new Security Point chain of retail stores. Media specialist agency, Starcom and creative agency Peppermint Advertising, have been appointed to handle the media strategy, buying and advertising of the new stores.

The objective of the campaign is to entrench Yale Security Point Stores in high-end retail outlets and malls in Johannesburg, Cape Town, Natal and Namibia. The brand awareness drive, coupled with community entrenchment, will facilitate top-of-mind recall for Yale Security Point.

To develop the Yale Security Point stores, all stores are being re-branded, and will stock existing Yale product lines. All non-Yale lines will be re-branded Yale products.

A community-focused strategy proposes making use of area specific newspapers. This communication will take the form of placed advertising and sponsorship.

The strategy will also focus on media close to consumers' homes such as bus shelter advertising and local school involvement. The advertising campaign will also utilise opportunities relevant to people in the target market who are moving, building or renovating their homes.

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