

Russell Hobbs signs with Primall Media

Russell Hobbs has signed a three-month campaign with Primall Media utilising lift banners, escalators and hanging banners within centre court areas in Sandton City, Canal Walk and Gateway, with Eastgate coming in on month three. The area selected at Eastgate is bold and impactful with the added advantage of being directly outside Boardmans - a tactical use of space to prompt last-minute purchase decisions. The campaign offers consumers a chance to win 'unforgettable moments in Rome, Paris or London' by purchasing product.

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