

Uplifting fruit juice



Primedia Unlimited's shopping centre advertising subsidiary, Primall Media, has made strategic use of escalators and lifts in the food and promotions courts of the Fourways, Tygervalley and Waterfall Malls to promote Ceres fruit juice in a 'Perfectly Uplifting' manner. Clear vinyl-, escalator- and lift-branding sport the pay-off line, along with prominent Ceres visuals. Cape Town agency Bester Burke was responsible for the creative.

For more, visit: <https://www.bizcommunity.com>