

Outdoor activation introduces Nescafé to Gautrain passengers

As part of Continental Outdoor's new Gautrain Station activations, over 1,600 passengers who passed through the Piazza at the Sandton Gautrain Station late last year were treated to a quick pick-me-up coffee in a red Nescafé Mug.



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They were some of the first to sample the flavour of the new Nescafé Classic formulation and were given the opportunity to reconsider this brand, while being familiarised with the new packaging. A select few walked away with a prize hamper or a bottle of the new Nescafé Classic.

Daniela Tommasi, airport and Gautrain manager for Continental Outdoor said, "With our exclusive advertising rights at all Gautrain stations, we are now able to offer activations to brands that reach a captive and high LSM market. Offlimit Communications, the experiential brand activation agency for Nescafé, approached us to perform this activation. It was a success for both companies and gained traction for their initiative to sample the new flavour and create awareness of the new modern packaging."

Building the right imagery

The 2,000 consumers, who attended the Nescafé tables positioned at the entrance and exits, were given the opportunity to experience the brand in a modern experiential way and 81% participated in the trial. This out-of-home marketing is contemporary and builds the right imagery for the brand, increasing both the intrinsic and extrinsic cues of the brand. The branded banner wall, chair, coffee beans and bag surrounding the stand re-enforced the brand identity.

This was one of the first of a series of activations to be hosted by Continental Outdoor Media, who have exclusive rights to out-of-home media at Gautrain Stations. These activations are conducted with the full endorsement and co-operation of the Gautrain stakeholders.

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