

Garnier renews contract with Mxit

Following a successful debut in mobile advertising with Mxit, cosmetics company Garnier has renewed its advertising deal.



The new deal focuses on promoting the brand's women's deodorant to its mobile brand app community. For the client, mobile advertising facilitates direct engagement with a specific target audience on the product's 48-hour protection benefits, educating consumers on making informed decision prior to purchase.

Andrew Kramer, Mxit head of sales says, "The brand has a great following on Mxit and we tend to see excellent click through rates on its campaigns, as the brand is aspirational and has practical information available to its consumers. We are confident that the social media platform will again deliver positive results and are proud to announce its return to the platform."

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