

Retail giant blasts offs with customised trolleys

In a bid to make shopping an entertaining and pleasant experience for parents and their young ones, local retail giant Pick n Pay has signed an exclusive contract with Icon Media to create uniquely modelled trolleys resembling space ships for its Hypermarket stores across the country.

Icon Media will be supplying 19 Pick n Pay outlets with 12 custom-made trolleys per store. The trolleys are specially designed to seat two young children and allow generous space for all Pick n Pay purchases.

The trolley concept is described as a win-win proposition as parents should be able to spend more dwell time in stores and advertisers receive optimum branding on these mobile billboards, right at the point of purchase.

“The trolleys have proved so successful in aiding parents that retailers are often called ahead of shopping outings to ensure that the branded carts will be available. Brand building opportunities include the back and sides of the carts while the handles and front panels are incredible call-to-action opportunities, delivering advertisers both brand and retail media platforms,” says Andrew Kramer, Icon Media MD.

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