

## Karvol campaign uses TLC to connect with young mothers



Karvol is using TLC to increase awareness of its product during winter months using A4 frame advertising platforms in TLC's LSM A malls and Netcare consumer environments aimed at women aged 24-39 in the LSM 6-10 bracket with young children. The creative illustrates a baby boy as a pilot 'for Karvol Airways'. It includes a competition, where consumers can win one of five Stokke products, which include baby strollers, baby seats and baby carriers valued at R16,000. The Karvol Airways concept was cleverly used with the slogan 'take a breather from nasal turbulence'.

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