

## Milking the market

Clover's latest marketing strategy for cheese and milk involves utilising their delivery trucks as moving billboards, strengthening consumer awareness of their brands, while communicating new positioning statements. 160 trucks have been branded (80 for fresh milk and 80 for cheese) and can now be seen on the roads throughout South Africa. The milk images are photographs from the Fresh Milk division's new presence portfolio.

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