

Beepa sleeves attract customers to 'The One'



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Dolce & Gabbana has commissioned Primedia Unlimited's Fashion Media business with building awareness of its new fragrance 'The One'. The two-week campaign, targeted sophisticated, young up and coming female and male consumers by inviting them to purchase the fragrance, through the company's intriguing window displays at 12 of the top Red Square stores across South Africa. "The company also effectively utilised its poster and beepa sleeve media platforms to ensure advertising as close to the point-of-purchase as possible," says Fashion Media CEO, Sean Reed.

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