

Mobile mall campaign

Mall advertising specialist Primall Media was recently chosen to launch Motorola's new VE66 model cellphone, which is especially useful in noisy environments. Hence the company chose the hustle and bustle of various top South African shopping malls to do so.



The new VE66 is fitted with a Digital Signal Processor (DSP) chip that is designed to enhance the clarity and quality of voice calls by removing background noise. This feature is claimed to be especially useful in noisy environments such as malls, restaurants and airports.

The four malls

Eastgate, Menlyn, Gateway and the V&A shopping centres were chosen, the selection being based on the synergy between the mall environment and its young trendy target market. Each mall's high traffic zones showcase striking hanging banners depicting the new phone and its capabilities.

Lee Curtis, executive head of sales and marketing at Primall Media said: "Our extensive mall offering brings the new VE66 and its unique selling point directly to the potential buyer, in an environment where he or she can easily purchase the handset."

The creative, designed by Lowe Bull, will be flighted until the end of July 2009.