

Tabasco in hot light



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Tabasco features in Hot Zones in Ster-Kinekor theatres across the country: Tabasco-branded cinema salting tables placed under illuminated infrared lights, emphasising the peppery bite of the sauce. At the salting tables, moviegoers have also had the opportunity of sampling its new spicy salt seasoning to spice up branded popcorn boxes and watch a 30" commercial on opening weekends of new blockbuster releases. To leverage the Starcom campaign, the strategy is supported by OOH sites in major cities across the country, exclusive exposure in *FHM Magazine* and a 360° campaign with FHM Models, due to go live shortly.

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