

Time for coffee



Primall Media, a subsidiary of Primedia Unlimited, has recently been using exterior and interior billboards to pull crowds to a dedicated Nescafé Classic Lounge at Eastgate, Hyde Park, The Glen and The Pavilion. Drawing attention to the Nescafé-operated centre court promotion, the aim has been to bolster brand awareness around the coffee product and encourage entry to Nescafé's current competition.

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