

Oros concentrates on supermarket families

Concentrate-juice manufacturer Oros is once again running a campaign with branded shopping-cart company Icon Media, to communicate to grocery-buying parents and their family in Checkers Hyper and Pick n Pay, nationally.



This second consecutive deal secures one of Icon Mall's packages for the advertiser and gives it exclusive exposure in Checkers Hypers and Pick n Pay outlets countrywide.

Oros focuses on advertising its concentrate juice in the summer months and aims to position the product as a fun drink for the whole family. The creative is designed to have a fresh and vibrant feel, aimed at attracting the attention of all shoppers. The brand currently adopts a variety of advertising forms, but decided to activate another tier of engagement - the point of purchase, in order to strengthen its bond with the whole family.

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