

## Tester units extend brand reach

Washroom frames, already capable of communicating verbally with customers, now go one further and offer samples. The 'Tester Units' are attached to TLC's trademark A4 washroom frames and strategically installed at basins and mirrors, giving consumers an instant opportunity to sample aerosols, liquid hand soap, shaving gel and virtually any bottled personal product.



Although the tester frame units have just launched in South Africa, Unilever has already endorsed the product, confirming a nationwide liquid soap sampling campaign in male and female cinema washrooms.

“TLC is excited to continually provide creative indoor media solutions that are both effective and reliable in delivering our clients' messages. This opens up a whole new avenue for FMCG advertisers to combine branding and sampling to captive audiences, in the environment where the products would typically be used,” says Brett Tucker of TLC.

According to TLC, a Primedia Unlimited subsidiary, the tester units were successful in the United Arab Emirates and the new product extension has boosted the attractiveness of washroom advertising.