

Body lotion launched in malls

The new Dark & Lovely body lotion has used out of home (OOH) devices to launch its presence in six of the country's most cosmopolitan malls through Primall Media.



[click to enlarge](#)

To ensure effective exposure to LSM 5 to 10 black females, media agency Universal McCann secured comprehensive coverage:

- 40 flag pole banners at Maponya mall in Soweto;
- 8 interior hanging billboards at East Rand Mall in Boksburg;
- 15 hanging banners at The Zone in Rosebank;
- 3 interior billboards at Waterfall Mall in Rustenburg;
- 6 hanging banners and two escalators at Empangeni in KZN;
- Glass entrance branding and interior billboards at The Workshop in Durban.

Designed by Publicis, the new body lotion creative showcases the trusted Dark & Lovely brand alongside attractive young lady introducing the new arrival.

Lee Curtis, Primall Media's executive head of sales and marketing explains, "SoftSheen Carson endorses mall advertising as the medium activates product distribution at the point of purchase. With this already an entrenched brand, it was a natural progression for the body lotion range to take full advantage of in-mall advertising in and around retail outlets within the selected centres. Our clutter-free platforms will create the desired attention and since ladies frequent mall environments so regularly, it made sense to target them when they are in spending mode."