

The dark side of outdoor

The latest outdoor ad from Med Lemon lights up the night and the new Patron XO Cafe, ultra-premium coffee tequila, tells motorists "perfection has a darker side."

Lighting up the night

Following on from the success of previous years' Med Lemon campaign, ComutaNet was challenged to help up the GSK brand's annual winter campaign. The agency has employed the latest outdoor reflective technology, to create distinctive Med Lemon BrandMarks.



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The artwork splashed on the 3-D 6m x 2.5m BrandMarks at ten of South Africa's busiest taxi ranks include a highly reflective vinyl, which is illuminated by any artificial light. The Med Lemon cross, as well as other 'h' features in the advert light up with the unique reflective feature. This distinctive attention-grabber not only encapsulates the brand's values but also communicates its understanding of the conditions commuters have to endure, while travelling in dusk and dawn.

"The reflector on the BrandMarks gave warmth to the brand in a way that has not been achieved before," said Sinethemba Nongolo, Med Lemon brand manager at GSK.

The agency is managing an integrated campaign, consisting of three phases; the unique reflective outdoor campaign, a large scale interactive in-queue edu-activation and a CSI project that has allowed more communities to feel the warmth of Med Lemon.

Tequila trail



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This is the first time Patron International has invested in this type of advertising medium, outside of the US and shows the success of its brands in the South African market, described as its fastest growing market. The two billboards, on the M1 South, in Johannesburg are from the Ad Outpost agency and are part of a campaign. In October, Grayston highway will be showing driver's how to enjoy the "Simply Perfect" Patron Silver, the ultra-premium silver tequila, launched into South Africa recently.

A prominent board in the heart of Cape Town will capture the attention of drivers, once it is erected in November later this year and a board at both OR Tambo and Cape Town International airports will welcome guests as they drive from the airport. Expect to see these from October in Johannesburg and November in Cape Town.

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