

National Geographic Kids roars into CNA

National Geographic Kids magazine will introduce South Africa's first interactive national POS campaign with its April issue, aimed at encouraging kids to 'dare to explore', with stands that literally 'roar' their messages at consumers.

Between the April 17 and May 1, the April issue will be sold out of 'noisy' magazine stands, comprising roaring lions, squealing dinosaurs and jaw-snapping sharks, with motion sensors that are activated to provide the animal sounds.

These innovative Point-of-sale stands are an SA first for the magazine market and will be placed in 30 top CNA stores around the country. Designed to complement NG Kids' above-the-line print campaign in the April, May and June issues of key women's titles, aimed at moms, each display bin is fitted with a motion sensor that makes the animal's call when readers or parents retrieve their April copy from the stand.

Says associate publisher, Michael Bester; "This type of in-store activity reflects our goal to entertain, educate and excite kids about their world through an interactive mechanism that appeals to the title's target audience and is meaningful to them. The POS is a complement to the ATL (above-the-line) print campaign running in Fair Lady and Sarie magazines, which carries the same brand promise."

National Geographic Kids magazine currently has a record subscriber base of over 4 600. The April issue NG KIDS, which is all about pets and has a print run of 35 067, is currently on sale for R15.95 in all major retailers.