

New in-store campaign for Nestlé

JWT Johannesburg has executed an in-store signage campaign to increase top of mind awareness for Nestlé's new sneaky-size Jive Multipacks at point of purchase.



"The increase in consumption of yoghurt has been one of the fastest growing food trends of the decade," says Davina Wertheimer, business unit director at JWT Johannesburg. "Through in-store signage placed strategically within retailers stocking the new multipack, consumers are introduced to the two new flavours - strawberry and tropical fruit. The entire range has no artificial colours, contains real fruit and offers real yoghurt and high fruit content."

The agency has created in-store banners and shopper stoppers within the aisles drawing attention to the products in the freezers. The message is reinforced through the in-store freezer dividers and catchers, which along with the freezer standee, draws the shopper's attention towards the multipacks.

For more, visit: <https://www.bizcommunity.com>