

IN THE SPOTLIGHT

'In the Spotlight' is our monthly newsletter with a selection of creative executions from the past month.

HEINZ/ GOLDEN CIRCLE

In January, we loved the Heinz / Golden Circle in-store Meal Solutions Take and Shelf.

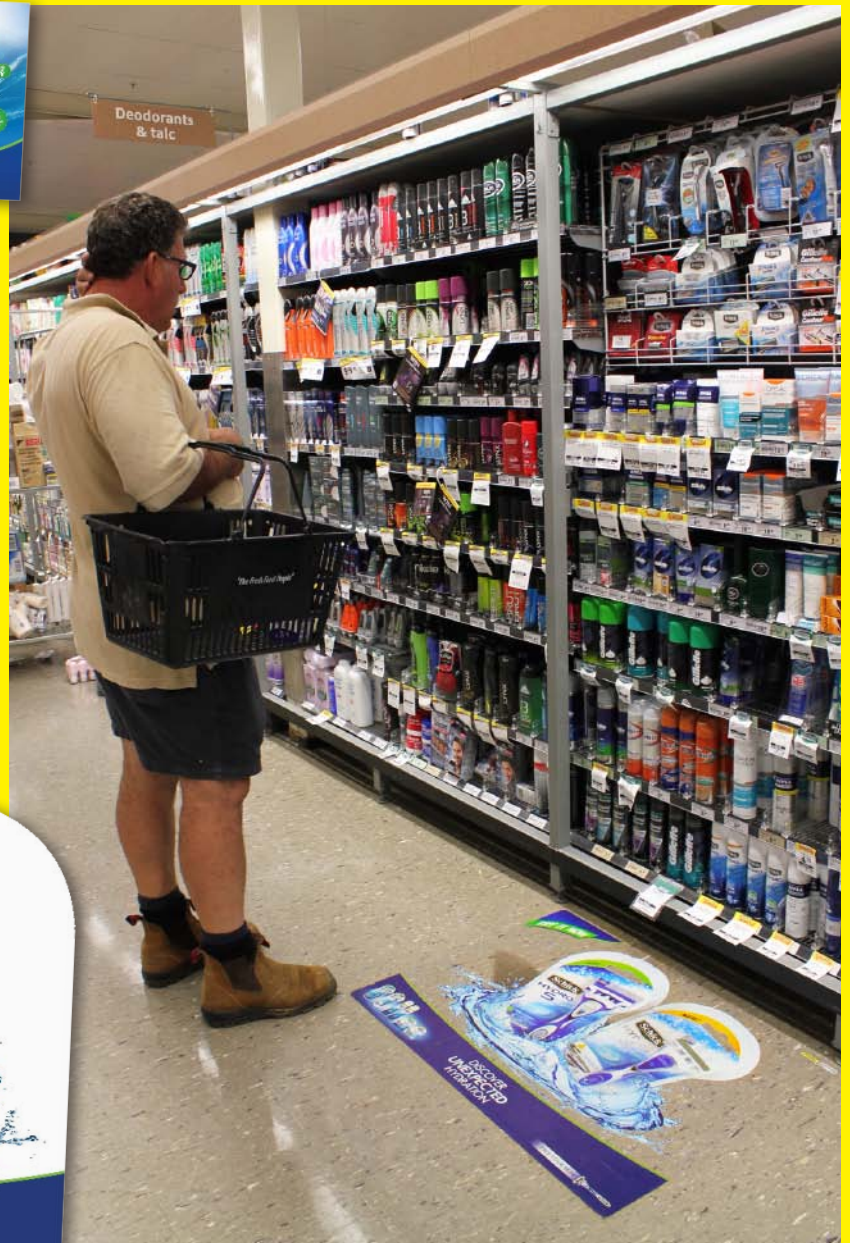
The creative offers shoppers a simple meal solution using Australian-made ingredients. With high foot traffic in the meat section, the campaign reaches a wide audience and drives shoppers to the ambient aisles of the featured Heinz and Golden Circle products.



IN-STORE FLOOR & TAKE

Schick

- Clean creative with clear product shot
- Call to action encourages product trial
- Take leaflet offers the shopper useful information in a high involvement category



IN-STORE FLOOR & SHELF

UV Triplegard

- Distinctive branding and simple messaging
- Associates the product with a usage occasion
- Seasonally relevant



IN-STORE FLOOR

SPC

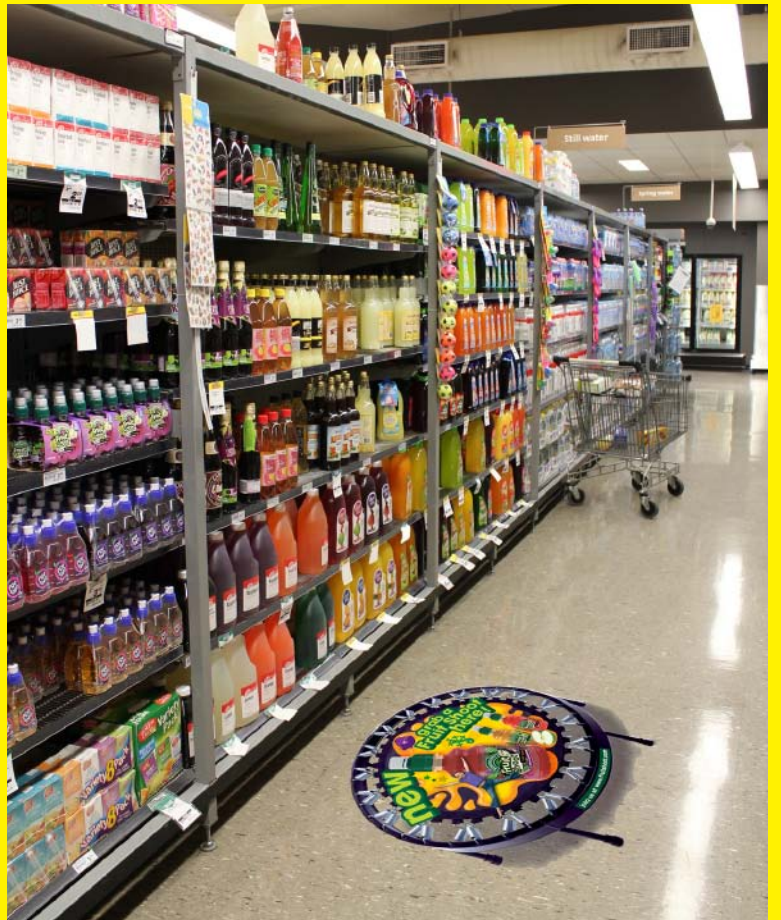
- Bright colours and illustrations complement the product and its positioning
- Die-cut shape stands out on the supermarket floor



IN-STORE FLOOR

Robinsons

- Use of the word 'New' in conjunction with a call to action encourages trial of a new product
- 3D creative and bold colours stand out on the supermarket floor



IN-STORE SHELF

Glad

- Advertises a genuine innovation
- Clear listing of product features
- Includes a recognisable brand ambassador

