

IN THE SPOTLIGHT

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

ECLIPSE MINTS

In February, we loved the Eclipse Mints in-store Frequency campaign.

The campaign leverages the brand's ATL investment (the 'After Anything Mint' television campaign) at the moment of purchase decision, with creatives designed specifically for the supermarket environment.

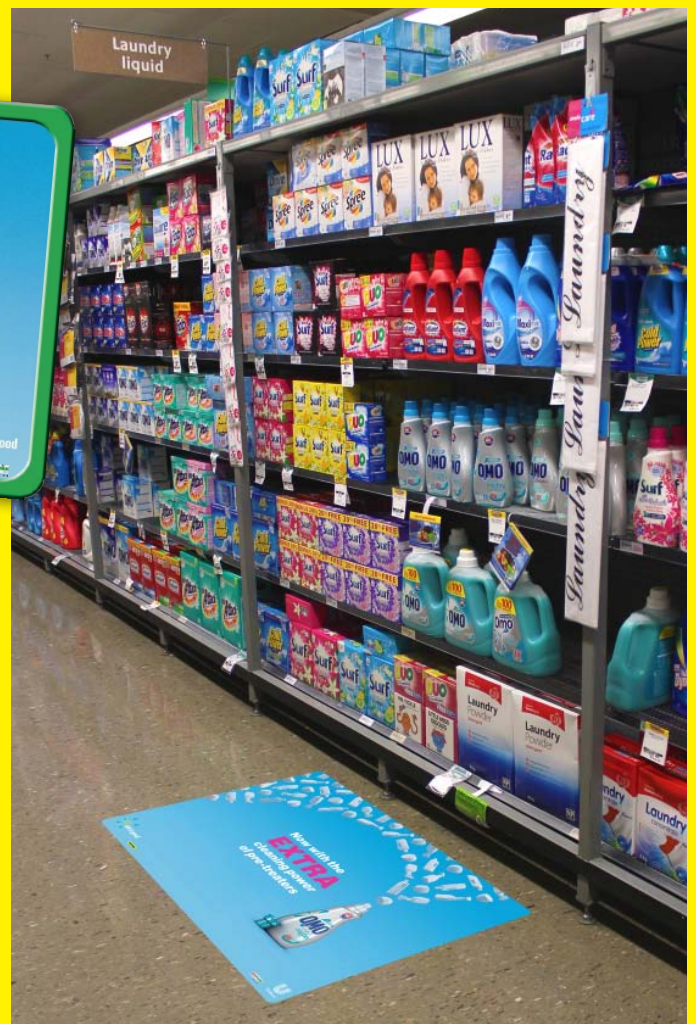
The campaign speaks to the shopper with simple messaging, and a clear product shot provides a strong visual cue at the checkout.



IN-STORE SHELF & FLOOR

Omo

- Clean creative with a clear product shot
- Product benefit communicated both visually and through simple messaging



IN-STORE SHELF

Original Black Label

- Eye-catching colours and bold illustrations stand out at the shelf and complement branding
- Clever integration of large call to action to encourage product trial



IN-STORE SHELF

Aerogard

- Seasonal relevance to summer
- Clever copywriting and visual complements brand positioning and associates product with a usage occasion



LIQUOR FLOOR & SHOPPERSCAPE

Matua Valley

- Prominent product shot
- Product positioning reinforced at multiple shopper touchpoints
- Messaging adapted for the in-store environment



SHOPPERSCAPE

Lawson's

- Communicates a distinct feature for a commodity product
- Creative use of colour consistent with brand positioning
- Bold, simple design makes the product the focus



7-ELEVEN SCROLLING TORCHLITE

GC Raw

- Branding elements reinforce other ATL activity and provide a strong visual cue at the store
- Light humour that resonates with customers
- Simple messaging that conveys the product benefit

