

Denny dazzles at Spar

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Earlier this month MegaVision Media designed and executed a glorious display for Denny Mushroom at the newly renovated Spar in Athol Square, Johannesburg. The MegaVision Media team designed the artwork, provided testing tables, pull-up banners, header boards, menu cards and created really beautiful and functional perspex fins which clipped onto the shelves and held high-gloss recipe cards.



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"We got great exposure and it certainly increased engagement and trial, both the pick-up of recipe cards and increased tastings in store," said Nick Dougherty, head of commercial at Denny. "We also received positive feedback from customers on the look and feel, and heightened experience."

MegaVision Media looks forward to working closely with Denny on their brand exposure and activation rollout in the near future.

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