

Samsung gets on the Forecourt

Samsung Cellular partnered with Primedia Unlimited subsidiary, Forecourt Media, to create brand awareness for its latest mobile phone - the D600. Capitalising on the increasing trend to convenience store shopping, Forecourt Media flighted 30-second Samsung ads on LED audiovisual screens in Johannesburg, Cape Town, Durban and Pretoria forecourts. The adverts flighted 120 times a day, looping once every 12 minutes, with the opportunity to be viewed by over 2.75 million consumers each month.

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