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Grassy motif

Advertiser: Be Natural  
Added: 13 May 2014

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If you look at the floor when you go shopping, then you'll love this aisle dominating campaign from Be Natural, installed by Torch Media.

The snacking brands ad stretches the length of the snack and cereal aisle offering lifestyle tips as well as advice on how to grow your own fruit and veg. Good job it's not in the vegetable aisle.

The trial for the healthy snack brand is now live in 10 Woolworths supermarkets around Australia and runs till June.

Credits  
Creative: TorchMedia  
Client: Be Natural

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