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## Be Natural spreads across supermarket floors

Print preview

Over the past few years the space below your feet has been utilized for advertising, but TorchMedia has challenged boundaries and taken it to the next level with their latest in-store campaign. Be Natural are the first to trial the new in-store offering from TorchMedia, that will take over the 'entire cereal' aisle in Woolworths throughout May.

The enormous floor decal has been installed to promote the full Be Natural range, as well as the benefits healthier snacks have on your life. The decal covers the entire length of an aisle and is the biggest grocery decal ever installed in an Australian supermarket. The trial installation can be seen in 10 Woolworths supermarkets around the country.

The creative design evokes a sense of getting back to nature with the grassy motif. The all natural snack brand has also included a number of messages along the decal promoting a healthier lifestyle and growing your own fruits and vegetables.

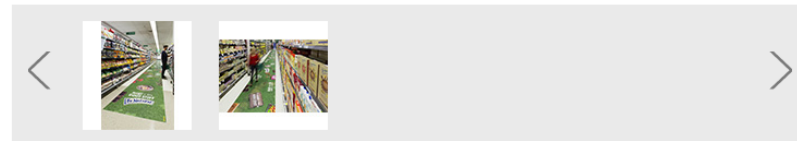
TorchMedia conducted a similar aisle campaign in 2012 for Pepsi Next, but the size of this decal dwarfs everything that has previously been installed in Australian supermarkets. The extra large format is a sign of the continued innovation of TorchMedia, who have been constantly evolving out-of-home formats since opening their doors 7 years ago.

GM of TorchMedia, Kirsty Dollisson, said that this was a bright sign for the future of in-store advertisements as well as TorchMedia.

"TorchMedia dominates the out-of-home category in every category," she said. "We want to own the aisle more that we do, raising the profile of this format and displaying the enormous strength of in-store advertising."

The campaign begins in early May 2014 and runs until the beginning of June 2014.

Source: TorchMedia release



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