

Nutrific amplifies ad campaign with OOH media, taxi advertising

Nutrific has extended its advertising campaign, '1 Tasty Cereal Biscuit, 1000 Ways to Eat it' through branding 16 taxis countrywide for four months, through New Wave Outdoor Media.

“The choice of OOH media and specifically taxi advertising to maximise our campaign, was a no brainer,” comments Dale Bedford, Nutrific marketing & brand manager. “Taxi branding has given our brand exposure to various segments of the market. It is very visual and has a large reach due to the mileage travelled and areas covered by our designated taxis.”



Claiming that breakfast will never be the same and enticing consumers to try as many different variations as possible, taxi branding was a positive and clever way to reach consumers, whilst stuck in traffic, as they go about their daily commute to and from work, where food or their next meal is on their mind. “If the campaign is good and the artwork is eye catching, your message and brand are extremely difficult to ignore.”

“The rate of urbanisation in South Africa has affected the commuter landscape, making taxi advertising an attractive option for brands in this already cluttered and noisy environment. Taxi branding is unobtrusive and at the same time unavoidable, placing brands directly in front of the target market and we had no doubt that this campaign with Nutrific was going to be a massive success,” comments MD of New Wave Outdoor Media, Warren Weiner.

Together with its heavy digital, print and radio campaigns, OOH media was the perfect addition to close the advertising circle for Nutrific.

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