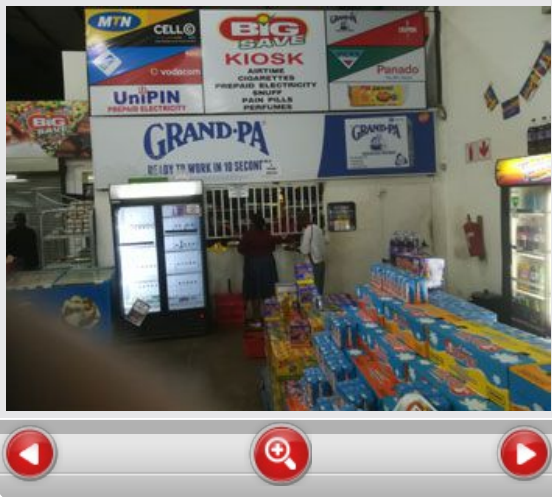


Grand-Pa advertising explosion

Issued by [MegaVision Media](#)

4 Mar 2019

GlascoSmithKline (GSK) is an international healthcare company with the distinct objective to help people do more, feel better and live longer. MegaVision Media has partnered with this global giant over the past four years in the marketing of their Grand-Pa brand, Mzansi's well-known pain relief medication.



In keeping with Grand-Pa's marketing strategy, MegaVision Media suggested an all-round approach aimed at targeting consumers at point of sale across retail and wholesale sectors nationwide.

We filled our BrandingBoards in Makro stores, Indoor/Outdoor MegaBoards and aisle branding in our wholesale Cash 'n Carry stores, as well as MegaStatics and MegaPaves at our Pick n Pay stores. The result is breathtaking. Grand-Pa really does take centre stage with their striking artwork, which looks amazing throughout some of our [20,000 diversified managed media spaces](#).

Following this hugely successful campaign, MegaVision Media looks forward to working with GSK and their powerful brands in the future.

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