

# Wrapping up loo cubicles

The Letter Corporation (TLC) has pioneered Cubicle Wraps in South Africa, which involves branding the front door and back wall inside the cubicle, creating a holistic and engaging environment. The initial campaign has been one for Baby Soft, based on a brief given to Mindshare.



The target was to reach upper LSM female consumers aged 25 - 49 in Johannesburg, Cape Town, Pretoria and Durban. Mindshare engaged TLC to be the first to combine its branded Cubicle Wraps in female restrooms across the Ster-Kinekor Cinema Nouveau group, in conjunction with a standard washroom frame campaign in high-reach shopping malls and niche Planet Fitness gym environments.

Baby Soft 3 ply's creative says "Enter our world of Luxury" on the front door, with the creative extended to the back wall of the cubicle, creating the appearance of a throne flanked by beautiful curtains -an extension of the "Enhance your Throne" campaign.



Furthermore, Kimberly-Clark supplied free Baby Soft 3 ply toilet paper to Cinema Nouveaus and Planet Fitness Gyms for the full two-month campaign period, giving consumers access to the product in a brand dominated space.

"The response has been outstanding. Consumers have been massively surprised and delighted by the colourful creative and high quality toilet paper. We believe that this new channel definitely has award-winning potential and is creating great talkability," says Lee

Curtis, TLC's national sales manager.

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