

## Maponya Mall billboards drive sales



Three prime-positioned interior billboards at Soweto's Maponya Mall promoted L'Oreal's Garnier Even & Matt during August and September. "Created by McCann Erickson and Publicis and booked by Universal McCann, the ad creates brand awareness at the main distribution point within Maponya Mall, instantly calling consumers to action and generating sales," says Lee Curtis, Primall Media's executive head of sales and marketing.

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