

‘Tasty’ tactical associations

Lurpak Butter, part of the Patley’s Products stable, has been actively pursuing tactical associations with a number of food programmes on DStv through Oracle Airtime Sales. In the first quarter of 2006, Lurpak took opening and closing billboards on Jamie’s Kitchen and Oliver’s Twist, as well as 30-second commercials per show. This was followed by the same elements on Eat This, which ran July - October. In December, Lurpak targeted BBC Food and opted for a series of commercials, which were placed in specific time-bands. This year, Lurpak has kicked off with a repeat campaign on Oliver’s Twist, which will run until April.

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