

Influencing customers at the point of sale



Primedia Unlimited subsidiary Primall Media has been responsible for Clinique's six-month '3-Step' escalator campaign in Tygervally, Greenacres, Pavillion, Kolonnade and Eastgate shopping centres, which is being extended until June 2007. "Mall advertising was the natural choice for our brand because of its ability to influence customer's purchasing behaviour at the most important time and place - in the mall, at the point of sale," says Kerry Haupt, senior product manager, Clinique South Africa.

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