

What's in a name?



Nampak recently communicated the brand name change of Twinsoft to Twinsaver Luxury to a targeted female market through cinema, club and gym washrooms in Johannesburg, Cape Town and Durban. The campaign appealed to specific demographic areas by tactfully incorporating examples of recognised landmarks that have recently experienced name changes. "From past experience, washroom advertising has proven to pay off for Nampak," says The Letter Corporation's Andrew Kramer.

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