

Fresh new movie promotion

Listerine followed the movies, The Whole 10 Yards, and CATWOMAN, distributing samples of their new Listerine mouth strips product, which were handed to all cinema patrons as they left the cinema site. Over 40 000 samples were distributed to cinema patrons across the country in leading cinema sites including Cresta, Sandton City, Eastgate, Monte Casino, Menlyn Park, Canal Walk, Tygervally, the V & A Waterfront and Canal Walk.

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