

Captivate shoppers with Captivision

PRIMEDIA Instore has introduced yet another new-and-exclusive on shelf in-store media called "Captivision" to the South African retail market. Captivision is specifically designed to lock shopper's eye with a flashing effect that draws attention to the most important section of a product advertisement.



PRIMEDIA Instore assistant brand manager Teele Mapetla explains: "Captivision is a revolutionised banner ad that is aimed at assisting FMCG brands to attract more shoppers to brand messages. The product sets itself apart from any other media type within the in-store retail environment in South Africa.

Mapetla highlights the fact that consumers are bombarded with advertising messages from every conceivable angle and this overwhelms consumers as it is heavy clutter of communication, which is very often forgotten straight after exposure. "By the time consumers get in-store, they struggle to remember adverts, as they have been exposed to numerous adverts within different media platforms," he continues.

Due to the fact that most shopping decisions are made in-store, Mapetla stresses the importance of shoppers immediately noticing a brand. "Captivision increases a shopper's consideration for a product in-store, as they are immediately drawn in by the illuminated advert. This ensures top-of-mind awareness at the point of decision-making, ultimately boosting product sales."

The concept was first developed by Bradley Maistry who is the regional operations manager at PRIMEDIA

Instore and PRIMEDIA Instore research & development team has since worked on it to bring it to perfection and Mapetla concludes by adding that a number of leading retailers; including, Pick 'n Pay, Spar, Clicks, Dischem and Boxer will officially have Captivision campaigns going up from August 8, 2011.



The Captivision media is available in four different sizes, which include:

Small: 457 mm x 147 mm

Medium: 455 mm x 180 mm

Large: 600 mm x 200 mm & 800mm x 200mm

For more information contact Primedia Instore on 087 806 4050, email closethesale@primeinstore.co.za or visit www.primeinstore.co.za