

Mini format for maxi impact



To generate hype and excitement around the launch of the new Mini Pringles potato chips, events company Sound Media/The Sound Syndicate/Starcom called upon vehicle branding company Graffiti to brand two Mini Cooper vehicles in red and yellow and take to the streets to announce the arrival of the new product. Apart from promotions at schools in Johannesburg, Durban and Cape Town with on-the-spot prizes, the vehicles have been partying it up at shopping malls, complete with DJs and a giant 3m x 3m playpen filled with plastic balls, each of which rewards consumers with CDs and iPods.

For more, visit: <https://www.bizcommunity.com>