

Taxis promote throat lozenges



To illustrate Strepsils' new packaging and medicinal properties, Reckitt Benkiser commissioned ComutaNet to brand 100 ComutaNet taxis from windowsills to the lower edges and, at major areas of commuter convergence, ComutaNet promoters interacted with commuters and enlightened them on Strepsils' properties. The message was further reinforced by the distribution of 12 000 leaflets.

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