

Moments of natural refreshment with Strongbow

Issued by [Dentsu](#)

20 Feb 2018

In the hustle and bustle of the busy city life, it is easy for commuters to get lost in the chaos and forget to appreciate the small things. Majority of commuters use public transport where their experience of the city is clouded by noise, heat, traffic and clutter. Strongbow, in collaboration with Red Star, M&C Saatchi Abel and Sonic State, combined their expertise to refresh nature and bring some life to a frequently tiring daily commute and improve this experience by offering commuters a #NatureRemix.



[click to enlarge](#)



[click to enlarge](#)

To refresh people's experience of the city, Strongbow turned an ordinary bus stop into a rejuvenating natural escape by covering it in beautiful plants, delectable apples and completing it with misters, bird songs and lush growing shade. The misters and bird songs had motion sensors that activated "moments of natural refreshments" which naturally reduced commuters stress as they waited for their daily transport.



[click to enlarge](#)



[click to enlarge](#)

The #NatureRemix campaign was supported by out-of-home posters, online ads and films which increased its effectiveness in spreading awareness, attracting a new audience and targeting its current audience.

With audio-visual capturing consumer reactions, #NatureRemix was implemented to positively affect commuters lives and to

remind them about the beauty in taking a step back and enjoying moments with nature when city life becomes all-consuming.

- **Game changer: How data science is reshaping esports** 8 May 2024
- **The new frontier: AI-driven marketing in the digital age** 30 Apr 2024
- **Chantel Harrison elevates to managing director role at iProspect South Africa** 19 Apr 2024
- **iProspect dentsu South Africa triumphs at South Africa Smarties Gala Awards Ceremony** 18 Apr 2024
- **Does anyone know what content is any more?** 16 Apr 2024

[Dentsu](#)

dentsu

Dentsu is the network designed for what's next, helping clients predict and plan for disruptive future opportunities in the sustainable economy. Taking a people-cantered approach to business transformation, dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and to shape society.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

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