

Brand promotion drives ROI

 By [ActivRetail](#)

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Brand activation specialists, Zinto Marketing Group, presented the Baby Soft toilet tissue Win-a-Car promotion as an in-mall activation in Johannesburg, Pretoria, Durban and Cape Town during October and November.



The aim of the promotion was to enhance brand equity, attract new consumers, reinforce consumer loyalty and create awareness around the promotion. Zinto combined a number of its business units, including brand character development and brand encounters, to match the needs of the brand effectively. The Baby Soft puppy was on hand to entertain visitors, both young and old, while driving the key promise of "looking out for the family."

To date, the in-mall promotion has demonstrated a direct correlation to increased sales, as shoppers were encouraged to participate in the competition after purchasing the orange promotional 9-pack. Through the promotional activity experienced in Johannesburg, the client was able to achieve an immediate return on investment.

"Our decision to dedicate our marketing spend to a below-the-line campaign has worked extremely well for us in terms of increasing sales and rewarding our loyal consumers," comments Pumza Mthethwa, senior brand manager of Baby Soft.

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