

Juice-tasting campaign to boost sales



The Real Beverage Company has been conducting a marketing campaign to promote its Quali Juice brand, which comes in 10 flavours and five pack sizes, since November 2006. A key element has been the launch of Shoppa Shows activity, coupled with in-store promoters at 20 key Shoprite stores around Gauteng. There is also a three-month on-pack SMS promotion running concurrently.

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