

New account for Jupiter Drawing Room Cape Town



The [Jupiter Drawing Room Cape Town](#) will be working on three of [Mentholatum](#)'s well-known brands - Deep Heat, Oxy and Soft Lips. The global health and wellness company provides non-prescription pharmaceutical, healthcare and cosmetic products to consumers worldwide. Jupiter will be looking at ways to invigorate the brands, aiming to build brand equity and with measurability on sales. The campaign for each brand includes a rollout through traditional and digital solutions, including social media, merchandising and activation elements.

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