

## Putting the spring back in your step

Through well-positioned billboards, AA-rated Primedia Outdoor achieved the main objective of establishing in the eyes of consumers the recently launched Springbac, a health drink that replenishes nutrients depleted by consuming alcohol - a new product category. Cape Town-based Hippocampus produced a campaign, which included TV and print, illustrating the effects of alcohol on the human body and the benefits of consuming Springbac to counter these effects. Says Dashni Naidu, marketing manager, Primedia Outdoor, "Exploiting the power of outdoor successfully created awareness of this unique and exciting product."

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