

Garmin campaign enters shopping malls

A campaign that positions Garmin as more than just a car navigation tool but also a sports, marine and outdoor activity accompaniment is running at strategic shopping malls through Primall Media.

The campaign, which runs until the end of January 2014, is in selected strategic mall advertising platforms such as escalator and hanging banners inside six premium shopping centres.

The target market is active consumers who have a brand affinity with the product and with consumers who are looking for GPS enabled products to accompany their lifestyle.

For more information, go to www.primall.co.za.



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