



MediaTag keeps Target “100% happy”

FOR IMMEDIATE RELEASE

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MediaTag is pleased to announce that it has launched Target’s Easter campaign, featuring Cadbury branded floor decals directing customers to Target’s Easter department.

Following an initial trial leading into Christmas, MediaTag was briefed for Target’s Easter campaign. The campaign successfully went live on Thursday 5 March, 2009.

“I have just seen the Easter floor decals in store, they look fantastic. A job very well done!” said Paul Montalto, Promotions Manager, Target Australia. He added “MediaTag has helped put Target ahead of the game. It’s refreshing in today’s busy world to actually get what is promised, all with a minimum of fuss”.

MediaTag has won the creative work from a number of large advertisers which will be announced over the next few months.

“It is fantastic that we can launch in Australia with a brand as reputable as Target” said Grant Samuel, Director of MediaTag. “Our creative team has delivered some exciting campaigns with exceptional results internationally, including Sprite’s recent campaign in India which contributed to it overtaking Pepsi as the number two soft drink brand”.



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* MediaTag is part of the Deasil Group of Companies, an organisation which strategically invests and partners with businesses seeking to grow (see for more information, www.deasil.com.au).