

Media Tag picks up new business

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3D advertising image company Media Tag has been appointed to six new campaigns.

The announcement:

Melbourne, 2 September 2010 – Advertising campaigns come to life this week as six big brands engage MediaTag to help add impact to their product launches.

MediaTag Director, Grant Samuel says these six new campaigns demonstrate MediaTag's

unique 3D-like designs are building momentum within the retail and consumer markets.

“Brands are realising the sales potential of integrating MediaTag’s 3D-like designs for outdoor, retail and ambient advertising with traditional advertising mediums,” he said.

This week the Woolworths/Torch Media network is leading the take-up of 3D-like advertising designs with the launch of a new premium maple syrup by Manassen Foods, Grain Waves’ new flavoured chip and the launch of Dairy Farmers “New” milk.

Dettol is also on board with an in-store MediaTag campaign throughout Priceline stores to launch their new ‘no touch’ hand wash system and Garmin is adding impact to their promotional campaign across JB HiFi’s high profile shop windows.

MediaTag’s designs will also be showcased on selected RACV windows to promote RACV Members Tickets.



“It’s great to see so many brands and their agencies engaging with us to add value to their campaigns. We have a point of difference in the market which is widely received in the retail environment,” Mr Samuel said

“Currently, Australian brands are focusing on our in-store designs while 80 per cent of our overseas business is in large format, out-of-home creative. We think Australian brands will move towards this format and that’s where we see our growth in the next 12 months.

“3D has become widely popular with leading television manufacturers introducing the format and recent films released in 3D. It’s great to see advertisers partnering with MediaTag to bring this effect to the wider consumer market.”

Source: Media Tag press release

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