



**C.B.C.**  
BRAND

# In-Store Retail Activation & Radio Campaign

Case study



- Create interest about the brand
  - Increase brand awareness
- Educate consumers and create demand in retail outlets



Brand Architects and Designers of Demand

## EXECUTION

- Retail Point of Sale Materials (POSM) Design & Production
- Radio Advertising
- Digital Assets Management
- Social Media Page Management



## POSM DESIGNS



# SOCIAL MEDIA DESIGNS

