

Vodacom Nigeria 'invites' interaction with a PocketMedia Changer

Connectivity is changing the face of Nigerian business. To get this message across to its client base, Vodacom Business had an innovative invitation produced by PocketMedia Solutions, called the Changer, which served as an invitation to the launch of its new Machine-to-Machine Solutions.



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The PocketMedia Solutions' Changer has a front cover with a tab which is pulled to reveal specific messages, capturing consumer attention.

"The Changer can also be used by brands that have changed their name or corporate identity, for social media URLs, as a product evolution story or even a handy guide," says John Davis, the managing director of PocketMedia Solutions.

"Its benefits include interactive content, top-of-mind awareness, campaign longevity, and word of mouth due to unique product interaction to name a few," he adds.

Booked by Action Ambros and designed and printed in South Africa, for Vodacom Business Nigeria, the Changer made a lasting impression and facilitated the attendance at the launch.

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