

Aero Let Go

Issued by [OLC Through The Line Communications](#)

13 May 2016

While Aero's ATL campaign was encouraging consumers to "Let Go", the experiential challenge was how to physicalise that moment of release for consumers. It was time to bring to life an Aero moment that would allow consumers to watch their woes float away in a bubble. We came up with an innovative interactive vending experience that allowed the consumer to experience that "Let Go" moment.



[Click to download and watch the video](#)

- " Sparletta brings the taste of home to every meal as *Uzalo* stars takeover KwaMashu Shoprite 10 May 2024
- " Offlimit Communications celebrates 20 stellar years of innovation and success in TTL marketing 9 May 2024
- " International rugby player, Eben Etzebeth teams up with Bayer as an ambassador for Berocca in South Africa 26 Feb 2024
- " Bayer South East Africa welcomes Jessica Nkosi as a brand ambassador for Bepanthen Derma 21 Feb 2024
- " Coke Studio brings 'real magic' to the neighborhood 7 Dec 2023

[OLC Through The Line Communications](#)



OLC Through The Line Communications is an award winning experiential marketing agency that aims to move businesses and brands forward.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>