

Zodiac finds InStore success

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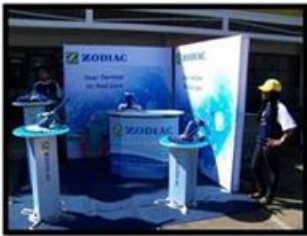
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Zodiac Pool Care has run a successful mall campaign for the past few years to launch their new product ranges. But this last summer they challenged Provantage to find a means of having a more direct influence over buying behaviour. The solution was a smaller InStore Theatre stand that allowed Zodiac to have a presence at the store entrance and was flexible enough to be used at a variety of different stores in different size configurations.



The InStore Theatre stand could be used to encourage the consumer to purchase immediately and linked in with the InStore campaign that was being run within the store. This gave the consumer an opportunity to look at and touch the product range, including the newly launched Baracuda X7 pool cleaner before entering the pool aisle.

“The promoters were trained as product specialists and were also able to assist consumers with small technical problems they had with their pool cleaners,” says Philip Hughes, Marketing Manager at Zodiac, “which also provided a beneficial brand experience and increased the purchases of the Zodiac products.”



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