

# Sta Sof Fro goes big with BrandVantage

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Making full use of an innovative platform, renowned hair care product range Sta Sof Fro launches its first burst of television promos with BrandVantage. A joint venture between Brand Republic and Provantage, BrandVantage takes a fresh approach to branding and sales with a 360 degree solution, which includes TV, Radio, online advertising, SMS competitions as well as Activation solutions. For Sta Sof Fro, BrandVantage offers a real return on investment.



Television promos in the form of 60 second BrandVantage moments will flight on SABC 1, 2 and 3 from 20th April until 20th of May, during key viewing spots such as the widely popular Isidingo. Prime time viewing on the SABC stations attracts audiences in the millions, a platform that significantly influences the mid LSM consumer segment.

The BrandVantage moments will showcase the Sta Sof Fro product range, bringing its benefits to life in an interactive, compelling and entertaining format. As part of the Sta Sof Fro BrandVantage moment, an SMS competition will be driven to help build a substantial client base.

The BrandVantage moments will also drive consumers to the various mall activations, bringing together, above and below the line elements. As part of the mall activations, consumers will be able to try the products themselves. This is key to the BrandVantage formula - creating as many touch points as possible.

To keep the momentum going, exciting outside broadcasts with community stations will attract consumers to entertaining Shoppa Shows. Audience participation will be encouraged with live demos. Interior taxi advertising in taxis across Gauteng and Mpumalanga will further enhance the campaign.

Ultimately, BrandVantage offers Sta Sof Fro a synergised strategic balance between creative, media, production and activation, customized around their brand strategy and target market.

For more info please call Charisse White on 0861 776 826 or email her at [charisse@provantage.co.za](mailto:charisse@provantage.co.za).

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