

# Projecting Epson into the Limelight

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Having been out of the advertising arena for quite some time, Epson approached Wetpaint Advertising (WPA) to create a brand awareness campaign with a focus on projectors. WPA embarked on an integrated campaign including print, online and social media as well as a competition to win a home theatre projector worth R35 000. The competition, closing on the 30th of September, received over 16 000 entries within its first three weeks!

Print ads were launched in GQ, Live Out Loud, Men's Health, Popular Mechanics and Stuff while online campaigns were launched on Techsmart, ITWeb, Mweb and Google platforms. The campaign yielded results within the first week with the stats ranging sky high over benchmark ratings. Epson are back in the game so keep an eye out!



## Editorial contact

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At the core of our vision lies a commitment to redefine the global advertising landscape. Drawing from deep-rooted African perspectives while maintaining a steadfast global outlook, we emerge as a dynamic, full-service agency, offering comprehensive solutions to ensure your brand's success on a global scale.

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