

Medshield's mall campaign puts a fresh spin on healthcare

Medshield - one of South Africa's largest medical schemes - recently hosted an eye-catching shopping mall campaign in Gauteng, KwaZulu-Natal and the Eastern Cape.



In a colourful, interactive display of unconventional healthcare marketing, VIP lounges as well as connection and wellness stations attracted shoppers both young and old. From preggy bellies, to eye testing, soothing massages and gigantic toothpaste tubes, Medshield engaged locals and offered them the opportunity to explore their healthcare concerns in an entertaining and relaxed environment. Visitors to the lounge could also see a virtually generated heart resembling their own thanks to clever technology known as augmented reality. This innovative display was utilised to demonstrate and communicate fun facts about essential healthcare and Medshield's core benefits.

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