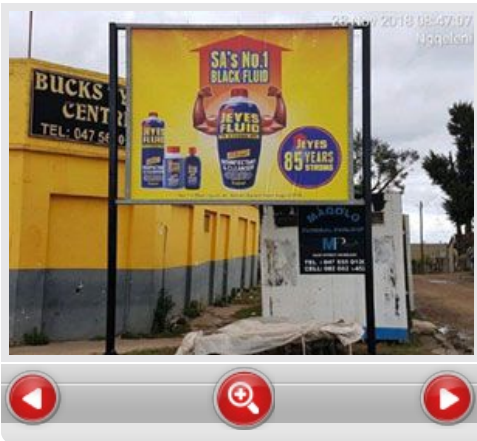


MegaVision Media gives Jeyes Fluid a boost in the spaza market

Issued by [MegaVision Media](#)

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MegaVision Media, best known for our OOH (out-of-home) media footprint at retail and wholesale outlets, were commissioned by Tiger Brands to execute a Jeyes Fluid campaign.



The objective was to create brand awareness for their ever-popular household cleaning product, Jeyes Fluid, in the lower LSM markets. MegaVision Media used their spaza shop footprint in Gauteng and Eastern Cape to execute the campaign. We printed and installed the bold Pocket and Bar fixtures on stand-alone poles as well as mounted onto shop walls. The results were astounding - a bright and vibrant campaign that really stood out over the festive season and certainly made a statement.

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