

Novel idea helps your advertising cash in at the cashier

A new advertising concept puts cashiers' conveyor belts to work as an advertising medium – as your target customer is right there... watching your advertisements.



Phatcat, a modern full-service agency delivering innovative advertising and branding solutions, has introduced a novel concept in advertising that turns grey into living, moving advertising.

The new concept involves using the grey conveyor belts used in supermarkets to move customers' purchases up to when the cashier can scan them, as an advertising medium.

“We have just rolled-out the “pilot” offering of what will be a very exciting media offering for 2008. It is conveyer belt advertising – which has turned a dull and boring goods conveyer into a colourful and captive marketing tool,” says the company's Managing Member, Brett Levy, who adds, “The belts are printed with the adverts on them, so this is not simply a sticker or vinyl stuck on to an existing belt.

He says the new offering is a patented product for which his company has secured the rights in Africa, and Checkers and ABi have come on board for the pilot.

“We did 10 belts in four stores, so there were 40 belts in total, and if I say so myself – it really exceeded c expectations,” says Levy, who is confident that the new product will prove to be a popular choice of mediu for advertisers.