

# Offerings

## MEDIA: Flasma

The floor is a great, untapped retail medium. **Flasma** allows retailers and brands to communicate directly with consumers at the point of purchase, using moving images.

Supermarkets, department stores, shopping centers, leisure clubs, car showrooms, airports, railway stations, cinemas and more can now utilise their floor space to promote brands and services.

\* 70% of brand purchase decisions are made at the point of purchase.

\* Moving image is the most powerful and cost effective way of promoting brands at the point of purchase.

\* Retail floor space is an untapped marketing medium in the SA - already worth \$100 million in the US and growing rapidly.

