Nelu’s Target Media Launched



(L-R) Laklhan Fernanda, Director Operations; Kevin de Fransz, Director Marketing; Nelu Fernanda Chariman I Managing Director; Dilshan Fernanda, Director International Trade; Hasitha Guruge, Manager Events & Projects.

A revolution in supermarket and in-store advertising took place recently. Nelu’s Target Media is the newest media to enter the highly competitive below the line-marketing environment. Chairman of Nelu’s, Nelu Fernando gave an insight into the groups operations and market offerings. Established in 1973 Nelu’s, has a heritage of 33 years and is the leader in ‘below the line’ exhibition, billboard and print marketing. Target Media works, by installing LCD, TV commercial players that are located at strategically selected points in supermarkets and retail environments. Speaking at the launch, Kevin de Fransz, Director Marketing said” this is the latest tool in the guerrilla marketing concept. It has arisen through a dire need to trigger consumer desire at the point of purchase:’

Target Media works by using state-of-the-art digital visual recording and playback systems, housed inside 7″ and 17″ high-resolution LCD full color plasma screens. The unit operates on a set and forget format and plays TV commercials, promo-tional messages, product demos and switches on when sensing a customer in the vicinity. The ad players can be installed a number of retail locations be it category, isle, stock racks or gondolas. Retailers can customize the content selectively depending on the target audience and the location, a process referred to as ‘narrow

casting.’