



The Campaign Palace



Codral

Codral is launching a multi-faceted campaign just in time for the winter months in Australia. The “Help Boost Your Defences” campaign, developed by The Campaign Palace, targets busy professionals who don’t want to risk becoming sick and meets them in their various spaces: television, bus backs, print media, pillar posters at Wynyard and Town Hall in NSW, wall posters and elevator advertising. The campaign launched on July 4 and runs until August, with executions via Inlink screens sold by Eye under their Eye Plus business – elevator ads seen by 275,000 professionals in the Sydney region – as the primary focus. The media agency is Eye, with media buying by MediaCom.

CREDITS: Creative director Russell Smyth, art director Michael Malherbe, account manager, Lisa Lovick, interactive associate producer Sarah Borenstein, media buying MediaCom, media agency Eye.