





SUNNY BEATS - SUMMER 2023

Celebrate the sounds of summer with Oberon!

- Put a spotlight on the "Sunny" part of this program with glowing font and images of beer with all of the summer beverage accourrements.
- Highlight the "Beats" aspect of this program with a timeless flair- images of lights, music, friends, dancing and of course a stylized shoot with the Oberon Beatbox Speaker reminiscent of a retro product ad

DISPLAY / POS TOOLS

- Bluetooth Speaker
- Beach Chair
- Oversized Balloons
- Draw from Oberon items carried in inventory

DIGITAL TACTICS

- Paid Search / Beer Finder
- E-Commerce Promotion
- Geotargeted Add-To-Cart

IN-STORE

- Sampling
- Rebate & In-App Offers
- Shelf Blades
- Shelf Tags

PAID MEDIA

- Paid Social
- Event Activation
 - Opportunity to localize programming with festival, concert tickets

ON PREMISE

- Oberon Leon Sign
- Event Kits \$50 & \$90
- (sunglasses, Stickers, Coasters, Chapstick, Koozie, Etc.)









Quand on a déjà fait la moitié du chemin, rien ne lélasse mieux qu'une Kronenbourg.

Connaissez-vous beaucoup de bières qui comblent en même nps l'œil, la main, les lèvres, l'odorat, la langue, le palais?

Kronenbourg, c'est juste ce qu'il faut de blondeur et de pétillant, ste assez d'amertume, de moelleux, de légèreté.

Tant que vous n'aurez pas bu une Kronenbourg, vous saurez pas la différence entre un simple rafraîchissement et vrai délassement.





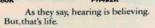




In addition, Sanyo are now distributors in Australia for Fisher Equipment, and we are pleased to announce their new range of portable Stereo Radio/Cassette Recorders, with detachable speakers.

Obviously, there's not enough room here to go into details, so we'd like to suggest you see your nearest Fisher retailer.







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