

sunny beats



COMING SOON



sunny beats

MARCH - SEPTEMBER

sunnybeats

A still life composition on a vibrant red background. In the foreground, a clear glass is filled with ice and a slice of orange. To its left, a small glass bowl holds several more orange slices. Behind the glass, a can of SunnyD orange juice is visible, with its distinctive yellow and white packaging. To the right, a white lace cloth is draped over the surface, and a whole orange is partially visible in the bottom right corner. The lighting is warm and directional, casting soft shadows.

COMING SOON

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 accoutrements.
- 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
relasse mieux qu'une Kronenbourg.

Connaissez-vous beaucoup de bières qui combient en même
temps 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.
Un peu d'amertume, de moelleux, de légèreté.

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

Kronenbourg



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.

As they say, hearing is believing.
But, that's life.



FISHER

Distributed by Sanyo Australia Pty Ltd