

PROUDLY
tradeway



**TRADE SALES WITH BRAND
MARKETING – BRIDGED FOR
MAXIMUM IMPACT!**

RESULT

WHAT

Push-pull communication strategy
generating demand at Spazas and driving
sales hard at Wholesalers

HOW

Trader POS set ups, SMS Communication
and Wholesale activations

REACH

1 000 Spazas
120 Wholesaler activations over 12 weeks
18 000 on point brand messages and
another **18 000** Calls to Action