

# POS Campaign

Monsanto Australia Ltd

## *the***BRIEF**

Monsanto had acquired a range of Lawn and Garden products. The acquisition had taken place just prior to spring. The brief was to effectively re launch BTL this range of products that had either been dormant in their respective markets, or were new entries with little support to date.

## *the***STRATEGY**

Present to trade a concrete package using corporate strength as a base, then outlining market opportunities, market leadership awareness and support elements.

## *the***SOLUTION**

Produce presenters and a POS campaign to support mainstream re-launch activity. The POS material was designed to initiate a family approach to strengthening the overall image of the range.

## *the***RESULT**

Record sell in result with multiple reprint required.



**Adrenalin**  
...what a great idea