

IMPACTFUL MATERIAL NOW AVAILABLE FOR INSTORE MARKETING

6 years ago, Procter & Gamble brands were the first to use an inflatable 3D device for in-store campaigns in France. DITECHNA was already their partner...

After exporting the concept to other European countries, P&G brands take the lead in the UK with the use of this innovative device.

You can currently see their impact in Makro stores. Our creations aim to maximize awareness of “biggest ever” laundry cartons for Ariel, Bold Blue and Daz in-store. Retailers & customers love the result!



Do you want to boost your sales too?

DITECHNA – Sales UK

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